



BOE NELSON

Pioneer
DISC Type : Sdi

Senior Director, Marketing at Optum
Greater Seattle Area, United States

Overview

Boe has no verified overview

👉 Personality Overview

Friendly But Fast Driven But Considerate Decisive But Friendly

If they are convinced, they can become very strong champions for your product. They combine a unique set of diverse traits where they are fast and friendly but can slow down to be thorough when needed. They have the unique ability to win both love and respect from their team (or outsiders).

👉 Topics They Care About

Boe has no verified topics they care about

Media Appearances

Boe has no verified media appearances

Work History

- 1-2022
Senior Director, Marketing at Optum
- 1-2021 - 3-2022
Marketing Director at Optum
- 9-2023
Director Board of Directors at Providence
- 2-2019 - 1-2021
Director, Marketing at The Everett Clinic
- 12-2016 - 2-2019
Digital Marketing & Patient Engagement at The Everett Clinic

Education

- B.A. from Washington State University
- Education details unavailable from School of Visual Concepts

More Information

Social Presence :



Prographics :

Exp : **13** Location : **Greater Seattle Area, United States** Job Level : **Senior**

Designation : **Senior Director, Marketing at Optum**

Insights For Selling To Boe

👉 During A Call Or A Meeting

DO's

- Build a trustworthy relationship while keeping the product center-stage
- Ask them for a lunch or coffee once some rapport has been established
- Showcase existing customers and use case-studies to grab their attention

DONT's

- Don't hesitate from asking questions or pushing them, but take a formal approach
- Avoid focusing only on the product or its ROI, keep building trust subtly
- Don't be too verbose or overly friendly; a little bit, however, is fine

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Boe, how are you? This is [user_fname] at [user_companynamewordstwowords].

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

Ask: Boe, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 When Writing An Email

Subject: To the point, formal

Example: Personalized sales funnel', 'Sales conversion' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Formally state your ask

Example: Something like 'If you are available tomorrow, shall we discuss this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident with a formal touch

Overall Messaging: Focused on output

Length of Mail: Short

Example: Maximum upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Boe is

- *Nothing less than a strong combination of proof of results, relationship and high levels of professionalism is effective with them.*

Will you ever get a clear answer from Boe

- *They can say no while staying friendly, but can also be persuaded to reconsider*

Insights For Deal Planning

How Fast (Or Slow) Will Boe Move?

- *They are generally fast movers and can take quick decisions*

Can Boe Take Some Risk Or Not?

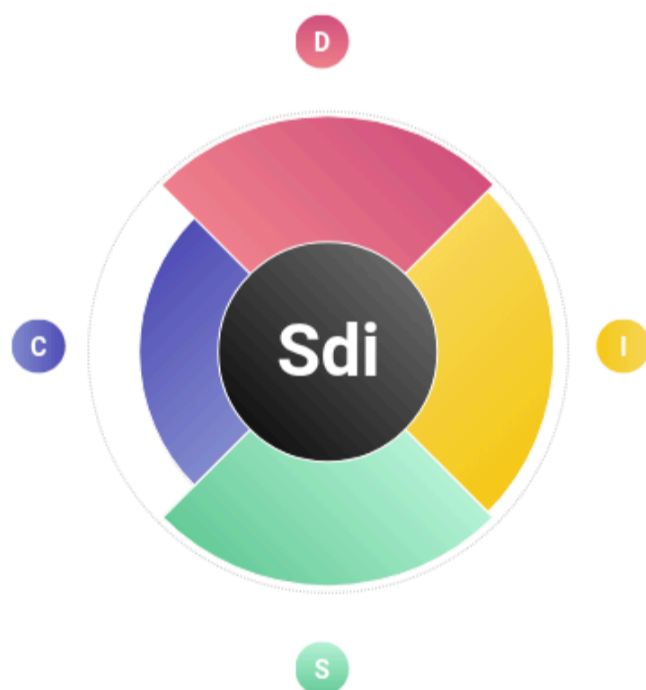
- *They have high risk-appetite but can get ahead of themselves once in a while. Observe carefully*

You And Boe

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Boe's Key Traits



STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.

DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.