



# BON CASTRO

**Pioneer**  
DISC Type : sid

**Business Development Manager at AnyMind Group**  
Metro Manila, Philippines

## Overview

Bon has no verified overview

### 👉 Personality Overview

Decisive But Friendly      Friendly But Fast      Dynamic But Sincere

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

### 👉 Topics They Care About

Bon has no verified topics they care about

## Media Appearances

Bon has no verified media appearances

## Work History

- 11-2025  
Business Development Manager at AnyMind Group
- 10-2023 - 6-2025  
Sales Director at TotallyAwesome
- 8-2022 - 9-2023  
Director - Client Leadership at Mindshare Philippines
- 11-2021 - 7-2022  
Associate Director at AdSpark Inc
- 1-2015 - 9-2021  
Sales head for Disney Channel and Fox Networks Group at Skycable Corporation

## Education

- 1997 - 2001  
Bachelor of Science - BS from Assumption University

## More Information

Social Presence :



Prographics :

Exp : **10** Location : **Metro Manila, Philippines** Job Level : **Middle**

Designation : **Business Development Manager at AnyMind Group**

## Insights For Selling To Bon

### 👉 During A Call Or A Meeting

#### DO's

- Mostly stick to your standard pitch and qualifying script, but add some stories or anecdotes to it
- During followups, use calls or text if needed, they should be fine
- Keep your pitch focused on the impact but nurture the relationship too

#### DONT's

- Don't lean very heavily into providing too much information, sharing whitepapers etc.
- Don't be too verbose or overly friendly; a little bit, however, is fine
- Don't be very informal during the early interactions even if they are being so themselves

## 👉 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 Bon, 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:** Bon, 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:** Personalized, clear

*Example: John, let's close this tomorrow?', 'You will get this!' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi', 'Hello' etc. (along with the first name)*

**Greeting:** Yes (Say something usual)

*Example: Say something usual and friendly, like 'It's a real pleasure'*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Close on a positive note

*Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Looking forward!', 'To new beginnings!' etc.*

**Tone of Words:** Friendly, exciting

**Overall Messaging:** Focused on social proof

**Length of Mail:** Medium

*Example: Ideally upto 130-150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Bon 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 Bon

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

## Insights For Deal Planning

How Fast (Or Slow) Will Bon Move?

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

Can Bon Take Some Risk Or Not?

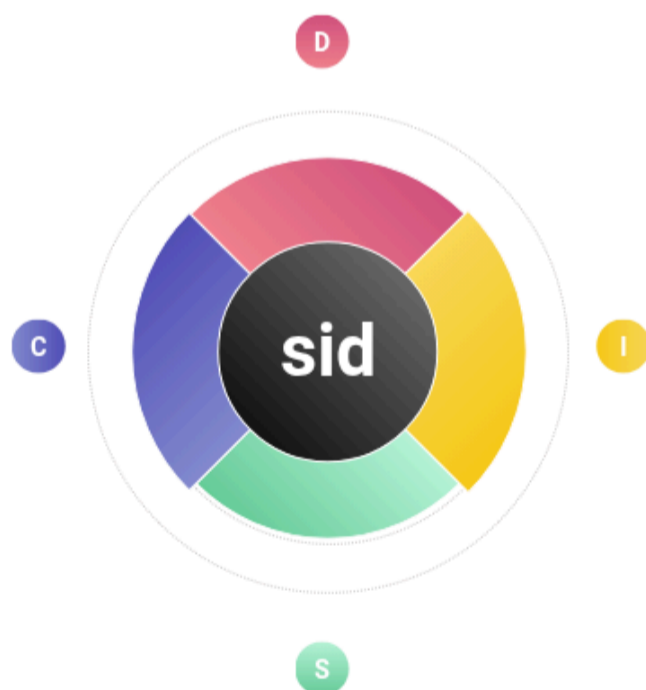
- *They have high risk-appetite but can get ahead of themselves once in a while. Observe carefully*

## You And Bon

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Bon'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.

### 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.

### 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.