



## BRAD LAROCK

**Visionary**  
DISC Type : Ds

**Senior Vice President Marketing at Datasembly**  
Greater Minneapolis-St. Paul Area, United States

### Overview

Brad has no verified overview

#### Personality Overview

Direct & Assertive   Risk Tolerant   Goal-Oriented

They are very professional in their approach and can weigh multiple perspectives together. They exhibit a rare combination of being result-oriented but patient at the same time. They might take some time to make their mind up but once they do, they don't change it easily.

#### Topics They Care About

Brad has no verified topics they care about

### Media Appearances

Brad has no verified media appearances

### Work History

- 1-2025  
Senior Vice President Marketing at Datasembly
- 10-2021 - 1-2025  
Vice President Marketing at Datasembly
- 7-2021  
Advisor, Fractional CMO at Growth Gang
- 8-2018 - 8-2021  
Vice President of Marketing at Alula
- 5-2017 - 6-2018  
Chief Marketing Officer at Gravie

### Education

- Bachelor of Science from Minnesota State University Moorhead

## More Information

Social Presence :



Prographics :

Exp : 27 Location : **Greater Minneapolis-St. Paul Area, United States** Job Level : **Leadership**

Designation : **Senior Vice President Marketing at Datasembly**

## Insights For Selling To Brad

### 👉 During A Call Or A Meeting

#### DO's

- Suggest clear next steps with confidence, don't be vague or hesitant
- You can spend time on BANT (or other qualification methodology) but keep it to the point
- Stick to your standard pitch and qualifying script, don't try to wing it

#### DONT's

- Don't get into pricing discussions early on, steer conversation towards proven results
- Don't take their patience for granted, avoid long-winding sermons
- Don't focus too much on mutual contacts or bother about other stakeholders, focus on them

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Confident style, with a mix of informality and formality gets their attention.

**Pace:** Speak slightly fast. Sound like a 'gets shit done' person.

**Tone:** Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

**Tactics To Win:** Strong words, focus on results, respectful confidence

**Mistakes To Avoid:** Apologizing, nervousness, information overload, social proof

**Making The Ask:** Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

**Subconscious Driver:** Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

### Script

**Greeting:** Brad, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

**Introduction:** We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

**Ask:** Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

**Close:** [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect\_email] works well?

## 👉 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 Brad is

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Brad

- *They will say no if they are not convinced but you will have to prompt them.*

## Insights For Deal Planning

How Fast (Or Slow) Will Brad Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Brad Take Some Risk Or Not?

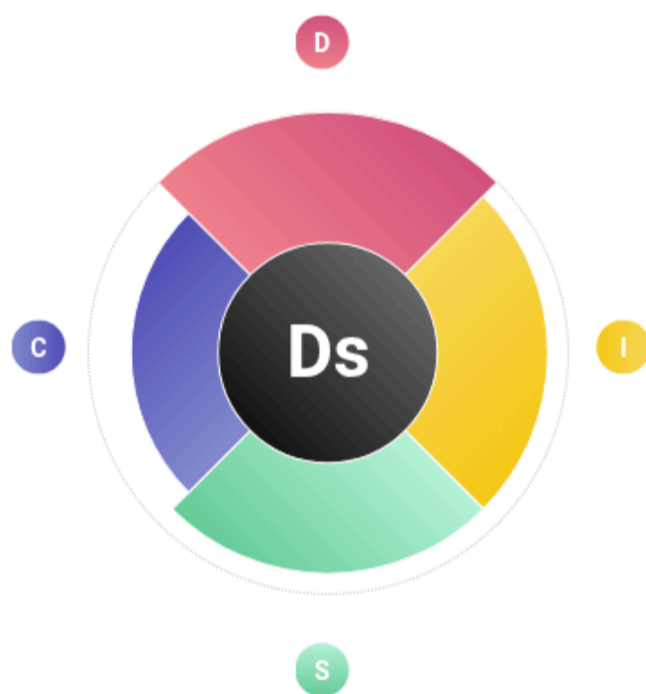
- *They have good risk tolerance but are likely to think it through once or twice.*

## You And Brad

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Brad's Key Traits



### **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.

### **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.