



BRI OLSON

Enigma
DISC Type : cid

Director of Operations at BlackTruck Media + Marketing
Grand Rapids, Michigan, United States

Overview

Bri has no verified overview

Personality Overview

Hard To Convince **Persuasive & Assertive** **Fast Follower**

They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They are likely to ask many questions and look heavily for supporting proof as well as information. They are generally strong communicators and are not easy to convince.

Topics They Care About

Bri has no verified topics they care about

Media Appearances

Bri has no verified media appearances

Work History

- 12-2024
Director of Operations at BlackTruck Media + Marketing
- 5-2024 - 12-2024
Client Success Manager at BlackTruck Media + Marketing
- 8-2022 - 5-2024
Account Manager at Premier Beauty Supply
- 3-2022 - 8-2022
Senior Account Executive - Consumer at ICF Next
- 5-2021 - 3-2022
Account Executive - Corporate & Public Affairs at ICF Next

Education

- 2014 - 2018
Advertising and Public Relations from Grand Valley State University

More Information

Social Presence :



Prographics :

Exp : 9 Location : **Grand Rapids, Michigan, United States** Job Level : **Mid-senior**

Designation : **Director of Operations at BlackTruck Media + Marketing**

Insights For Selling To Bri

👉 During A Call Or A Meeting

DO's

- Leverage 'negging', or the art of asking negative questions like "you must not be convinced yet..."
- Use phrases like 'clear evidence', 'data-based results' etc.
- Let them lead the discussion, create opportunities for them to speak if they are not very forthcoming

DONT's

- Avoid long presentations and just 'high-level' value proposition, dive into the details
- Avoid making offhand commitments, understand the root of their concerns first
- Don't rely excessively on your relationship with them to win the deal even if you come to form one

👉 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: Bri, 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: Exciting but objective

Example: Making it personalized, 'Changing how to sell' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' (along with the first name)

Greeting: No

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

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Logically summarize, keep high energy

Example: Something like 'If these points make it clear, lets wrap this up at 11am?'

Complimentary Close: Unique or standard

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

Tone of Words: Confident, informational

Overall Messaging: Focused on generating excitement while staying objective

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Bri is

- *Proven value, strong objective evidence are important for them, rapport can impact decisions a little.*

Will you ever get a clear answer from Bri

- *They are practical and friendly, but can give a clear response with a little prodding*

Insights For Deal Planning

How Fast (Or Slow) Will Bri Move?

- *They like to be detailed, so unless they develop strong conviction, they can take their time to arrive at decisions*

Can Bri Take Some Risk Or Not?

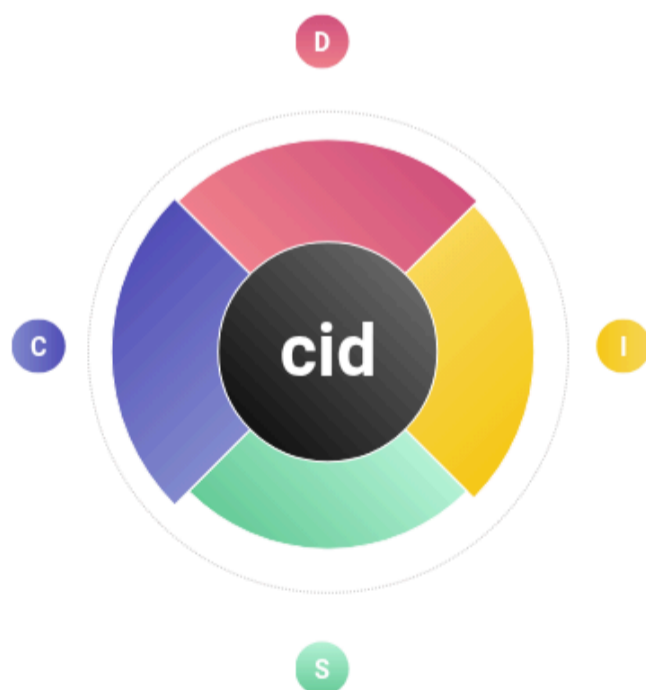
- *They evaluate their decisions systematically and do not take risks that often, unless you can get them to develop strong conviction*

You And Bri

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Bri's Key Traits



CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.

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.