



BRIAN (HARD DRIVE) DELANEY

Enthusiast
DISC Type : i

General Manager at Treasure Coast Indian Motorcycle
Stuart, Florida, United States

Overview

Brian has no verified overview

👉 Personality Overview

Story Driven Non-Confrontational Consensus Focused

They prefer to build relationships rather than staying totally transactional. Unlike D or C types, they are convinced more by stories and testimonials. They agree with others often, so exercise caution when relying on their word.

👉 Topics They Care About

Brian has no verified topics they care about

Media Appearances

Brian has no verified media appearances

Work History

- 3-2016
General Manager at Treasure Coast Indian Motorcycle
- 4-2015 - 3-2016
Business Manager and Social Media Development at ARS Powersports
- 9-2008
Busines Manager at Treasure Coast Harley-Davidson of Stuart
- 9-2006 - 6-2008
Owner at Power Computer Systems
- 1-2006
IT Manager at Treasure Coast Harley-Davidson of Stuart

Education

- 1990 - 2002
MCSP from Training For Industry/Computer Technology
- 1977 - 1980
Education details unavailable from East Islip High School

More Information

Social Presence :



Prographics :

Exp : **25** Location : **Stuart, Florida, United States** Job Level : **Senior**

Designation : **General Manager at Treasure Coast Indian Motorcycle**

Insights For Selling To Brian (Hard Drive)

👉 During A Call Or A Meeting

DO's

- Give them the opportunity to lead the conversation where possible
- Invite them for a lunch or a drink/coffee
- Maintain high, positive energy and convey confidence

DONT's

- Don't ask too many questions in one go, weave them into the flow
- Don't be excessively objective, be like a storyteller with them
- Avoid overloading them with too much information

👉 When Cold Calling

Insights

Pattern Interrupt: Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

Pace: Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

Tone: Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

Tactics To Win: Giving social proof, personal rapport, usage of superlatives, repeating their name.

Mistakes To Avoid: Information overload, use of negations

Making The Ask: Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

Subconscious Driver: They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

Script

Greeting: Hey Brian (Hard Drive), [user_fname] here at [user_companynamewithfirsttwowords] calling you this morning/evening!

Opener: Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

Introduction: We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

Ask: Brian (Hard Drive), leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

Close: So morning at around [time] next [tuesday], shall we say? And is it [prospect_email]? Don't want to get that wrong you know!

👉 When Writing An Email

Subject: Personalized, catchy

Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.

Salutation: Yes (Something casual)

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

Greeting: Yes (Say something interesting/unusual)

Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Build excitement

Example: Something like 'So John, lets get the ball rolling?'

Complimentary Close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words: Friendly, first-person

Overall Messaging: Focused on the person and relationship

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Brian (Hard Drive) is

- *Relationship and rapport are valuable for them, but so is proven product value.*

Will you ever get a clear answer from Brian (Hard Drive)

- *They probably won't say no directly.*

Insights For Deal Planning

How Fast (Or Slow) Will Brian (Hard Drive) Move?

- *They are not the ones to make fast decisions, even while they stay committed.*

Can Brian (Hard Drive) Take Some Risk Or Not?

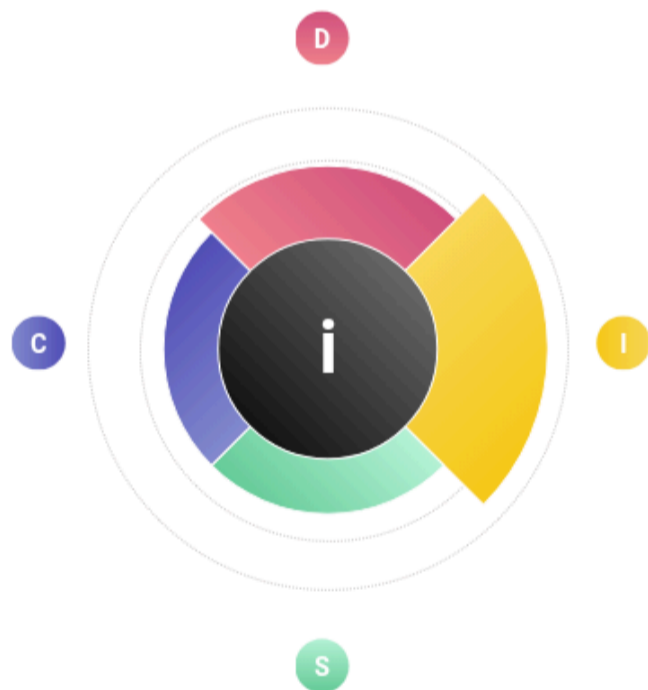
- *They can take some low-probability risks if needed.*

You And Brian (Hard Drive)

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Brian (Hard Drive)'s Key Traits



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.