



BRIAN CONNALLY

Observer
DISC Type : ic

EVP, Managing Director at ICON
Greenwich, Connecticut, United States

Overview

Brian has no verified overview

👉 Personality Overview

Curious Assertive Value Driven

They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They are generally good communicators and can be hard to convince. They are likely to ask many questions and look heavily for supporting information.

👉 Topics They Care About

Brian has no verified topics they care about

Media Appearances

Brian has no verified media appearances

Work History

- 1-2016
EVP, Managing Director at ICON
- VP Business Development at Icon International
- VP - Business Development at ICON International, An Omnicom Company

Education

Brian has no verified education history

More Information

Social Presence :



Prographics :

Exp : 10 Location : Greenwich, Connecticut, United States Job Level : Leadership

Insights For Selling To Brian

👉 During A Call Or A Meeting

DO's

- Focus on immediate action-items rather than the larger goals
- Invite them for a social do but don't rely solely on the relationship
- Help them realize that there is no personal risk in making this decision

DONT's

- Avoid making offhand commitments
- Don't be too objective but make sure to pad your storytelling with data points
- Don't rely excessively on your relationship with them to win the deal

👉 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, [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, 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: 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 Brian is

- *Proven value, strong testimonials are important to them, relationships will have some weightage.*

Will you ever get a clear answer from Brian

- *They are practical and friendly, don't expect a clear-cut response often.*

Insights For Deal Planning

How Fast (Or Slow) Will Brian Move?

- *They like to be detailed and take their time to arrive at decisions.*

Can Brian Take Some Risk Or Not?

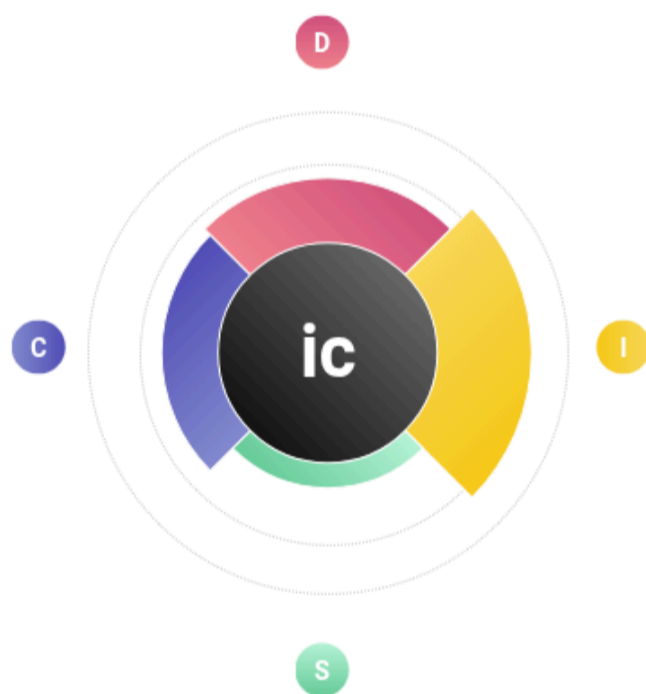
- *They evaluate their decisions systematically and are less likely to take risks.*

You And Brian

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Brian'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.

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.