



BRIAN HUESTON

Pioneer
DISC Type : Isd

Vice President, Market Access at Soleno Therapeutics, Inc.
Newport Beach, California, United States

Overview

Brian has no verified overview

Personality Overview

Dynamic But Sincere

Friendly But Fast

Decisive But Friendly

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

Brian has no verified topics they care about

Media Appearances

Brian has no verified media appearances

Work History

- 6-2024
Vice President, Market Access at Soleno Therapeutics, Inc.
- 5-2023 - 6-2024
Head of Value & Access Marketing and Strategic Operations at Ipsen
- 8-2022 - 6-2023
Sr Director Market Access at Albireo Pharma, Inc.
- 10-2020 - 7-2022
Sr. Director, National Accounts at Zogenix, Inc.
- 7-2019 - 9-2020
Sr. Director, Market Access at Tricida, Inc.

Education

- Bachelor of Arts from California Polytechnic State University-San Luis Obispo

More Information

Social Presence :



Prographics :

Exp : 6 Location : **Newport Beach, California, United States** Job Level : **Senior**

Designation : **Vice President, Market Access at Soleno Therapeutics, Inc.**

Insights For Selling To Brian

👉 During A Call Or A Meeting

DO's

- Keep your pitch focused on the impact but nurture the relationship too
- Showcase existing customers and use case-studies to grab their attention
- During followups, use calls or text if needed, they should be fine

DONT's

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

👉 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: 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 Brian 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 Brian

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

Insights For Deal Planning

How Fast (Or Slow) Will Brian Move?

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

Can Brian Take Some Risk Or Not?

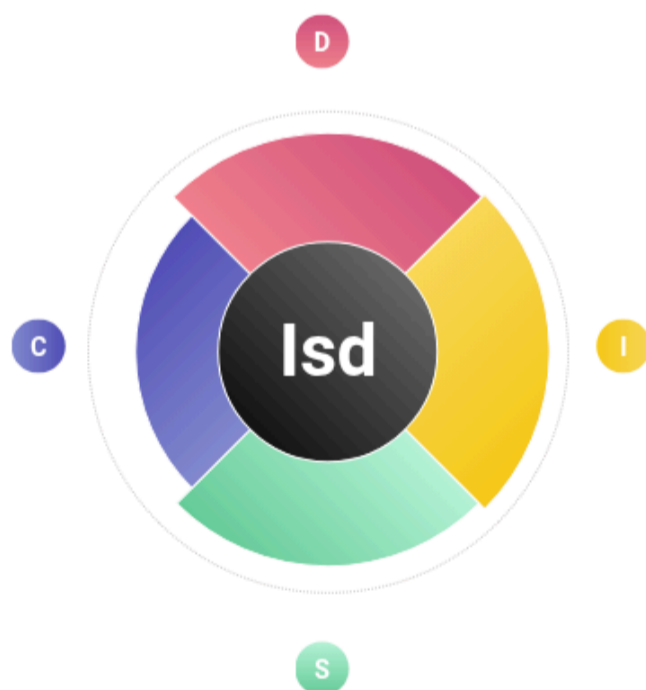
- *They have high risk-appetite but can get ahead of themselves once in a while. Observe carefully*

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.

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.

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.