



BRIAN PENSINGER

Go-getter
DISC Type : d

Digital Experience Manager at Connexus Credit Union
Schofield, Wisconsin, United States

Overview

Brian has no verified overview

👉 Personality Overview

Challenger Self-Confident Decisive

They don't always try to control the conversation but neither do they like yielding it fully. They can be nudged to make faster decisions by offering what they value. They respond well to confident salespeople.

👉 Topics They Care About

Brian has no verified topics they care about

Media Appearances

Brian has no verified media appearances

Work History

- 3-2025
Digital Experience Manager at Connexus Credit Union
- 10-2022 - 3-2025
Senior Digital Marketing Specialist at Church Mutual Insurance Company, S.I.
- 5-2022 - 9-2022
Sr. Ecommerce & UX Specialist at Greenheck
- 7-2019 - 5-2022
Senior Marketing Specialist at Greenheck
- 6-2018 - 7-2019
Marketing Specialist at Greenheck

Education

- 2004 - 2009
BA from University of Wisconsin-Green Bay

More Information

Social Presence :



Prographics :

Exp : **16** Location : **Schofield, Wisconsin, United States** Job Level : **Middle**

Designation : **Digital Experience Manager at Connexus Credit Union**

Insights For Selling To Brian

👉 During A Call Or A Meeting

DO's

- Make sure that they have the necessary authority, they could present false stature sometimes
- Refer to testimonials from others in similar positions
- Make sure that you you respond to any queries from them quickly

DONT's

- Don't try too hard to get friendly, let it happen with time
- Avoid repeating yourself or making generalizations
- Don't expect them to change their mind quickly if they say no once

👉 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: Brian, 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

Example: Personalization', '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: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Skip 'Warm regards', 'Best wishes' etc., just write your name

Tone of Words: Confident, challenging

Overall Messaging: Focused on results

Length of Mail: Very Short

Example: Less than 75 words

👉 While Negotiating & Closing

The secret to closing fast with Brian is

- *Belief in the product plays an important role, followed by objective proof and testimonials.*

Will you ever get a clear answer from Brian

- *They may hesitate slightly, but if they are not convinced, they will say no.*

Insights For Deal Planning

How Fast (Or Slow) Will Brian Move?

- *They are neither the fastest decision makers nor the slowest.*

Can Brian Take Some Risk Or Not?

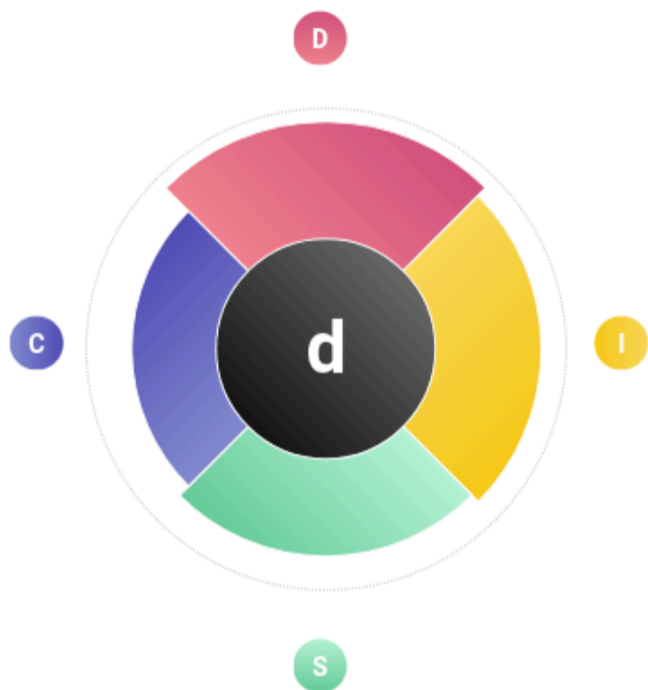
- *They can take risks only after they have analyzed the advantages and disadvantages.*

You And Brian

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Brian'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.