



BROOKE HADDOCK

Go-getter
DISC Type : d

Instructor at San Diego State University
Austin, Texas Metropolitan Area, United States

Overview

Brooke has no verified overview

👉 Personality Overview

Challenger **Fast-Paced** **Decisive**

They focus on objectivity in a pitch and pay little attention to bells and whistles. They respond well to confident salespeople. They don't always try to control the conversation but neither do they like yielding it fully.

👉 Topics They Care About

Brooke has no verified topics they care about

Media Appearances

Brooke has no verified media appearances

Work History

- 2-2025
Instructor at San Diego State University
- 10-2024
Capstone Mentor (Thesis Mentor) - Regulatory Affairs at San Diego State University
- 2-2024
Chief Executive Officer at Data Discern Bridges
- 1-2023 - 4-2023
Healthcare Consultant at Thought Leader Select
- 5-2022 - 12-2022
Vice President Operations at Thought Leader Select

Education

- 2018 - 2020
Master of Science - MS from San Diego State University
- 2004 - 2010
Master of Science - MS from The University of North Carolina at Chapel Hill

More Information

Social Presence :



Prographics :

Exp : 7 Location : **Austin, Texas Metropolitan Area, United States** Job Level : **Leadership**

Designation : **Instructor at San Diego State University**

Insights For Selling To Brooke

👉 During A Call Or A Meeting

DO's

- Be crisp while making the pitch
- Refer to testimonials from others in similar positions
- Stress on the business value that your product offers

DONT's

- Don't try too hard to get friendly, let it happen with time
- Refrain from asking too many questions
- Don't try to be an alpha salesperson, give them equal space

👉 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: Brooke, 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 Brooke is

- *Confidence in the product plays an important role, followed by powerful testimonials.*

Will you ever get a clear answer from Brooke

- *They might hesitate a little, but they will say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Brooke Move?

- *Their decision making speed is somewhere in the middle.*

Can Brooke Take Some Risk Or Not?

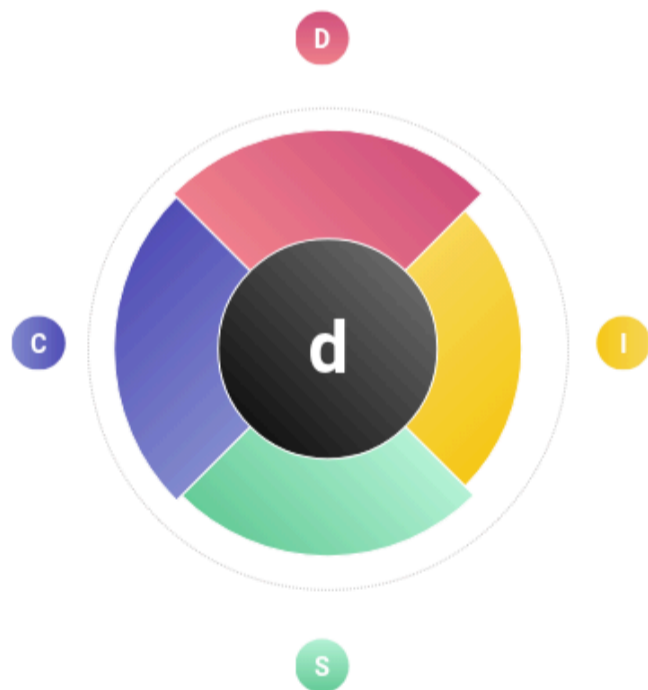
- *Once they have analyzed the pros and cons, they can take some risks.*

You And Brooke

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Brooke'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.