



# BRYAN MULLIN

**Go-getter**  
DISC Type : d

**Director of Employer Relations at Johnson & Wales University**  
Warwick, Rhode Island, United States

## Overview

Bryan has no verified overview

### 👉 Personality Overview

Fast-Paced      Vision Oriented      Challenger

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 focus on objectivity in a pitch and pay little attention to bells and whistles.

### 👉 Topics They Care About

Bryan has no verified topics they care about

## Media Appearances

Bryan has no verified media appearances

## Work History

- 6-2023  
Director of Employer Relations at Johnson & Wales University
- 12-2019 - 6-2023  
Assistant Director of Experiential Education at Johnson & Wales University
- 4-2012 - 12-2019  
Senior Experiential Education Coordinator at Johnson & Wales University
- 1-2004 - 8-2004  
Assistant General Manager at Krispy Kreme
- 5-1998 - 11-2003  
Store Manager at CVS Pharmacy

## Education

- 2008 - 2011  
MBA from Johnson & Wales University
- 1991 - 1993  
Bachelor's Degree from Johnson & Wales University

## More Information

Social Presence :



Prographics :

Exp : 26 Location : **Warwick, Rhode Island, United States** Job Level : **Mid-senior**

Designation : **Director of Employer Relations at Johnson & Wales University**

## Insights For Selling To Bryan

### 👉 During A Call Or A Meeting

#### DO's

- Highlight the competitive differentiation of your product
- Make sure that you you respond to any queries from them quickly
- 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
- Do not give up if they are not convinced, try again with a different approach

## 👉 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: Bryan, 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 Bryan is

- *Conviction in the product matters to them, followed by proof points and strong testimonials.*

Will you ever get a clear answer from Bryan

- *They may not be very forthcoming, but they will say no if needed.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Bryan Move?

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

Can Bryan Take Some Risk Or Not?

- *They can take risks but after weighing up the pros and cons.*

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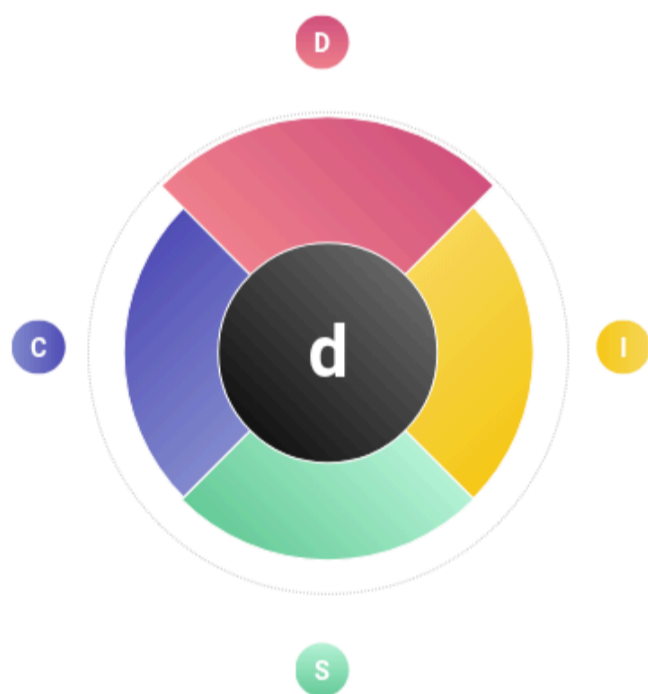
## You And Bryan

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Bryan'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.