



# BYRON KIMBALL

**Questioner**  
DISC Type : c

**Public Relations Specialist at Mixte Communications**  
Portland, Oregon Metropolitan Area, United States

## Overview

Byron has no verified overview

### 👉 Personality Overview

**Cautious & Analytical**      **Systematic**      **Not Easily Convinced**

They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. They prefer to do thorough analysis of any situation. While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters.

### 👉 Topics They Care About

Byron has no verified topics they care about

## Media Appearances

Byron has no verified media appearances

## Work History

- 1-2023  
Public Relations Specialist at Mixte Communications
- 11-2021 - 1-2023  
Assistant Account Executive at Mixte Communications
- 4-2021 - 11-2021  
Account Coordinator at Mixte Communications
- 5-2018 - 3-2021  
Public Relations Assistant at Public Good PR
- 1-2018 - 6-2018  
Professional Writing Coordinator Intern at Western Oregon University

## Education

- 2016 - 2019  
Bachelor's Degree from Western Oregon University
- 2013 - 2015  
Associate's degree from Chemeketa Community College

## More Information

Social Presence :



Prographics :

Exp : **11** Location : **Portland, Oregon Metropolitan Area, United States** Job Level : **Junior**

Designation : **Public Relations Specialist at Mixte Communications**

## Insights For Selling To Byron

### 👉 During A Call Or A Meeting

#### DO's

- If you have a lower priced product compared to the competition, call out the same
- Emphasize on objective proof of ROI, help them do a thorough evaluation
- Keep some extra margin in hand as they will likely negotiate the pricing

#### DONT's

- Don't overhype the product/pitch, keep it measured
- Avoid rushing them, be polite and patient
- Avoid phrases like 'do not worry about', 'no one compares to' etc.

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

**Pace:** Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

**Tone:** Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

**Tactics To Win:** Use of negations, giving full information

**Mistakes To Avoid:** Use of superlatives, overusing social proof

**Making The Ask:** Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

**Subconscious Driver:** They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

### Script

**Greeting:** Hi Byron, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

**Introduction:** My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

**Ask:** Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

**Close:** Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect\_email] would be the right email ID for you?

## 👉 When Writing An Email

**Subject:** Objective

*Example: Getting personalization right, '40% increase' etc.*

**Salutation:** Yes ( Something usual)

*Example: Use 'Hi' or only the first name*

**Greeting:** No

*Example: Skip lines like 'I hope you are doing well'*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make sense, shall we speak tomorrow?'*

**Complimentary Close:** None or formal

*Example: Something simple like 'Thanks', or nothing at all.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on allaying doubts and ROI

**Length of Mail:** Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Byron is

- *Confidence that the product provides ROI, effective pricing and process adherence matter the most to them.*

Will you ever get a clear answer from Byron

- *It doesn't come naturally to them but they can say no if they are not convinced.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Byron Move?

- *They can move at a reasonable pace while making their decisions if they have the necessary information.*

Can Byron Take Some Risk Or Not?

- *They can take some risk if they are confident that they have analyzed the circumstances well.*

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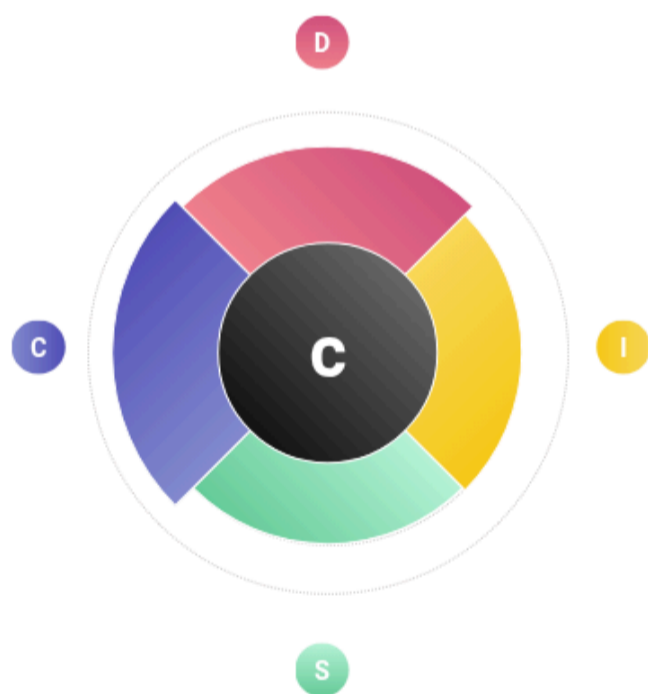
## You And Byron

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Byron's Key Traits



### **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.