



CALEB HERR

Commander
DISC Type : D

Marketing Operations Manager at Stout
Auburn Hills, Michigan, United States

Overview

Caleb has no verified overview

👉 Personality Overview

Impact-Driven Decisive Very Quick

More than the product, they care about the impact of the product. They like to move fast and expect the same from others. They are not always relationship oriented.

👉 Topics They Care About

Caleb has no verified topics they care about

Media Appearances

Caleb has no verified media appearances

Work History

- 9-2025
Marketing Operations Manager at Stout
- 8-2023 - 9-2025
Enterprise Client Lead at Lectrix
- 11-2021 - 8-2023
Web & Content Marketing Manager at SiliconExpert
- 3-2021 - 11-2021
Senior Digital Marketing Associate at Association of Old Crows
- 8-2019 - 10-2020
Geek Squad at Best Buy

Education

- 2014 - 2017
B.A. from Westminster College (MO)
- 2014 - 2017
Bachelor of Arts (B.A.) from Westminster College (MO)

More Information

Social Presence :



Prographics :

Exp : 6 Location : **Auburn Hills, Michigan, United States** Job Level : **Middle**

Designation : **Marketing Operations Manager at Stout**

Insights For Selling To Caleb

👉 During A Call Or A Meeting

DO's

- Hold your ground without indulging in one-upmanship
- Help them weigh the risks by sharing objective proof points without becoming too analytical
- When negotiating terms, help them build an impression that they are the ones calling the shots

DONT's

- Don't be in a rush to invite them for a social meet and greet
- Do not spend too much time focusing on product tech or features
- Don't take too much time in sending them information if they ask for any

👉 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: Caleb, this is [user_fname] at [user_companynameword1][user_companynameword2].

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 Caleb is

- *Conviction around the impact matters the most to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Caleb

- *If they decide not to use your product, they will say no clearly.*

Insights For Deal Planning

How Fast (Or Slow) Will Caleb Move?

- *They can reach decisions fairly quickly if they are convinced.*

Can Caleb Take Some Risk Or Not?

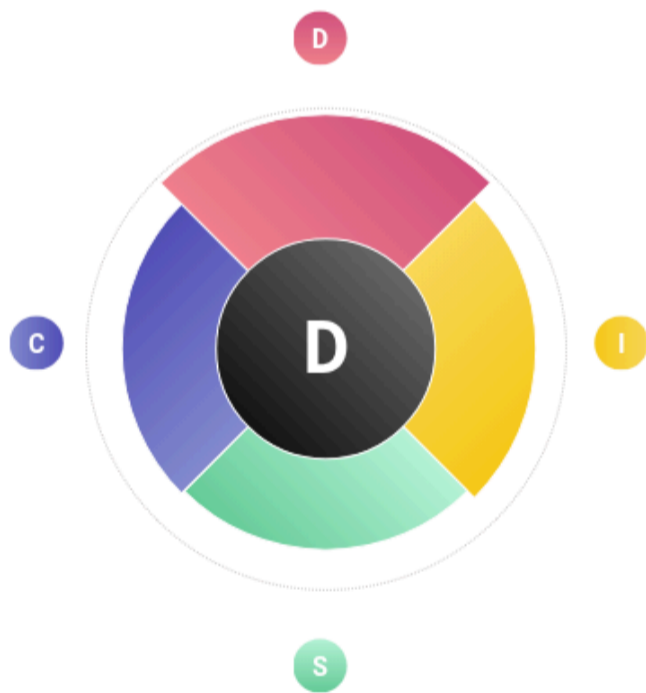
- *They don't mind risks but can be quite binary about them.*

You And Caleb

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Caleb'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.