



## CAROLINE MORANO

**Questioner**  
DISC Type : c

**Sales Development Manager at Toast**  
Boston, Massachusetts, United States

### Overview

Caroline Morano is a high-achieving Sales Development Manager at Toast, where she has rapidly progressed through multiple sales roles. A graduate of Syracuse University's Sport Management program, she recently completed Toast's Top Gun Leadership Program, solidifying her transition from a top individual contributor to a frontline leader.

Caroline's personal and professional interests are rooted in the sports and events industry. Before Toast, she curated events with athletes at Thuzio. Her background aligns perfectly with her expressed excitement for Toast's expansion into the sports and entertainment hospitality sector, connecting her education with her current career.

She made a significant career pivot in 2020, moving from managing private athlete events to the restaurant tech industry during the global pandemic.

### Personality Overview

**Cautious & Analytical**   **Systematic**   **Price-Sensitive**

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

### Topics They Care About

**Sales Leadership**  
Recently completed Toast's 10-week Top Gun Leadership Program to build expertise in transitioning from an individual contributor to a frontline leader.

**Sports Hospitality**  
Has a background in Sport Management and is passionate about Toast's new vertical focused on the sports and entertainment sector.

**Restaurant Tech**

Has built her entire tech career within Toast, earning multiple awards like President's Club and Top Performer, showcasing deep industry expertise.

### Career Development

Reflected on her pivotal career change in 2020 and has invested in formal leadership training, showing she values professional growth.

### Culinary Industry

Shows engagement beyond sales by attending events like the Culinary Careers Program (C•CAP) Annual Gala, supporting the broader culinary community.

### Event Management

Her pre-tech career involved curating private events with professional athletes, indicating a strong background in high-profile event coordination.



## Media Appearances

Caroline has no verified media appearances

## Work History

- 7-2025  
Sales Development Manager at Toast
- 4-2025 - 7-2025  
Principal I Territory Account Executive at Toast
- 2-2024 - 3-2025  
Senior Territory Account Executive at Toast
- 1-2023 - 1-2024  
Territory Account Executive at Toast
- 11-2021 - 12-2022  
Online Sales Representative at Toast

## Education

- 2014 - 2018  
Bachelor of Science (B.S.) from Syracuse University
- 2010 - 2014  
High School Diploma from The Pennington School

## More Information

### Social Presence :



### Prographics :

Exp : **N/A** Location : **Boston, Massachusetts, United States** Job Level : **N/A**

Designation : **Sales Development Manager at Toast**

## Interested In

### Sports

Softball, Cheerleading, Ice Hockey, Swimming

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## Insights For Selling To Caroline

### 👉 During A Call Or A Meeting

#### DO's

- Emphasise more on facts and measurable benefits
- If you have a lower priced product compared to the competition, call out the same
- Share as much information as possible regarding your product

#### DONT's

- Don't overhype the product/pitch, keep it measured
- Avoid rushing them, be polite and patient
- Don't try to be too friendly or informal with them

## 👉 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 Caroline, 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 Caroline 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 Caroline

- *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 Caroline Move?

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

Can Caroline 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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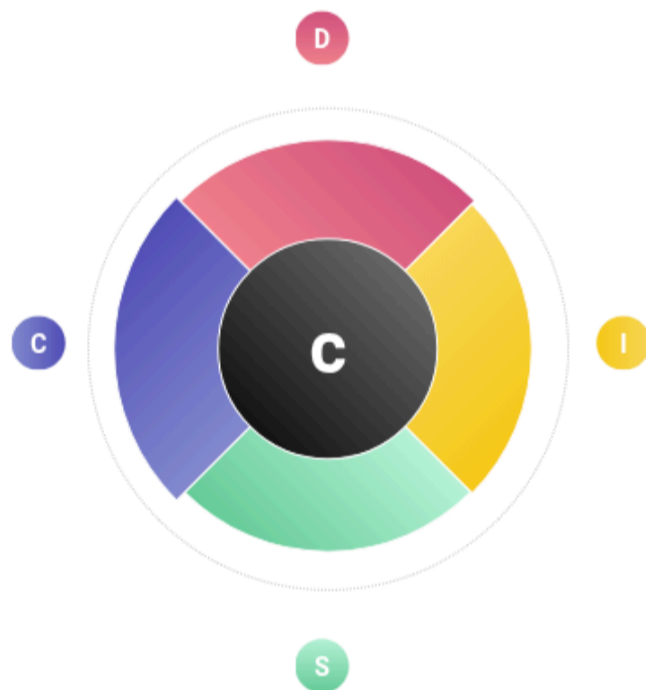
## You And Caroline

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Caroline'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.