



# CASPER MAGNUS

**Examiner**  
DISC Type : cs

**Senior Ship Broker at Odfjell ASA**  
Norway

## Overview

Casper has no verified overview

### 👤 Personality Overview

**Status Quo Seeker**      **Process Oriented**      **Late Adopter**

They are always well-planned and adopt a systematic approach. Being observant comes to them naturally. They do not like taking risks at all and go for proven options in the end.

### 👤 Topics They Care About

Casper has no verified topics they care about

## Media Appearances

Casper has no verified media appearances

## Work History

- 7-2011  
Senior Ship Broker at Odfjell ASA
- 7-2010  
Ship broker at Odfjell ASA
- 8-2006 - 7-2010  
Chartering, scheduling. at Green Reefers ASA
- 4-2005 - 7-2006  
Sales Manager, fresh and frozen salmon, other seafood, import and export. at Bjarne Johnsen AS
- 8-2001 - 4-2005  
Sales manager at Seanor AS

## Education

- 1990 - 1992  
Høyskolekandidat DH Molde from DH Molde
- Education details unavailable from Ungdomsskole

## More Information

Social Presence :



Prographics :

Exp : 25 Location : Norway Job Level : N/A Designation : Senior Ship Broker at Odfjell ASA

## Insights For Selling To Casper

### 👉 During A Call Or A Meeting

#### DO's

- Expect them to be slow and cautious, encourage them to ask more questions
- Spend time addressing concerns around risk and change, they will have them even if they don't express them
- Be firm in your communication and stay in control

#### DONT's

- Don't push them too hard to make fast decisions, give them time
- Avoid getting into storytelling mode, especially when they ask specific questions
- Don't use phrases like 'do not worry', 'i promise' 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 Casper, 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:** Precise

*Example: Measurable results', '6.2% more sales' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi' (along with the first name)*

**Greeting:** Yes (Say something formal/usual)

*Example: Use standard lines, like 'I hope that you are doing well' etc.*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'*

**Complimentary Close:** Formal

*Example: Something simple like 'Thanks', 'Regards' etc.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on removing doubts

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Casper is

- For them, low risk and acceptance by others are very important, followed by proof of ROI.

Will you ever get a clear answer from Casper

- Often, they don't say no, or keep going about it in circles.

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## Insights For Deal Planning

How Fast (Or Slow) Will Casper Move?

- They do not like to take decisions in a hurry, so they could be slow in making their mind up.

Can Casper Take Some Risk Or Not?

- They are low on risk-appetite and prefer to make informed decisions.

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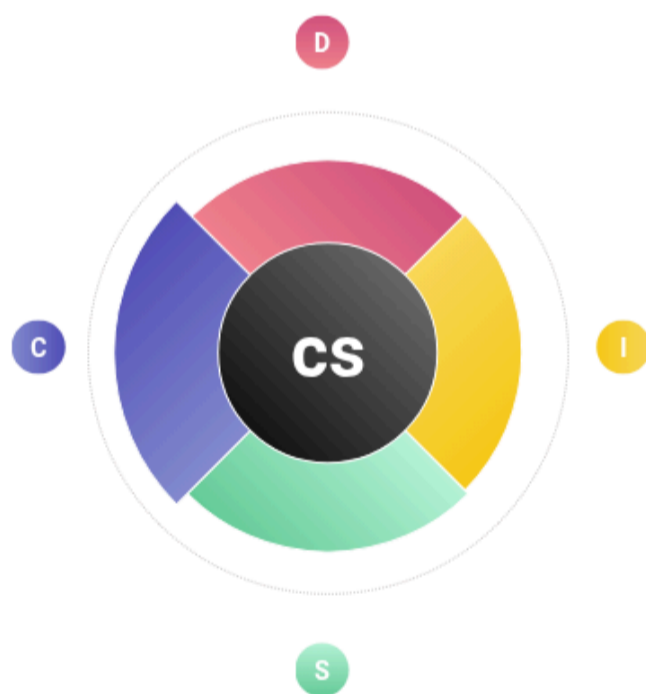
## You And Casper

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Casper'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.

### STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.