



CESAR ANTONIO PENAGOS HERRERA

Inquirer
DISC Type : dc

Legal Director at Dock Tech Mexico
Mexico City, Mexico

Overview

Cesar has no verified overview

👉 Personality Overview

Hard To Convince
Judgemental
ROI Conscious

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 respond well to confident salespeople.

👉 Topics They Care About

Cesar has no verified topics they care about

Media Appearances

Cesar has no verified media appearances

Work History

- 8-2023
Legal Director at Dock Tech Mexico
- 1-2013 - 7-2023
Head of Legal Department at Up Sí Vale & Sí Vale Fintech
- 1-2009 - 12-2012
Deputy Legal Director at Monex
- 1-2007 - 1-2009
Corporate Legal Audit Manager at Monex

Education

- 5-2022 - 6-2022
Certification from IE Law School
- 2020 - 2021
Programa de Negociación: Arte y Ciencia from IPADE Business School
- 2015 - 2015
Management Program for Lawyers at Yale School of Management from Yale School of Management
- 2013 - 2014
Fusiones from Instituto Tecnológico Autónomo de México
- 2002 - 2003
Master from Universidad Complutense de Madrid

More Information

Social Presence :



Prographics :

Exp : 18 Location : Mexico City, Mexico Job Level : Mid-senior Designation : Legal Director at Dock Tech Mexico

Insights For Selling To Cesar Antonio

👉 During A Call Or A Meeting

DO's

- Make sure that you you respond to any queries from them quickly
- Make sure that they have the necessary authority, they could present false stature sometimes
- Get to the point quickly instead of spending too much time on pleasantries

DONT's

- Avoid repeating yourself or making generalizations
- Don't expect them to change their mind quickly if they say no once
- Don't try to be an alpha salesperson, give them equal space

👉 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: Cesar Antonio, 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, measured

Example: Will this work?', '6.2% revenue impact' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip usual 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: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

Example: Less than 100 words

👉 While Negotiating & Closing

The secret to closing fast with Cesar Antonio is

- *Confidence in the product plays an important role, followed by powerful testimonials.*

Will you ever get a clear answer from Cesar Antonio

- *They might hesitate a little, but they will say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Cesar Antonio Move?

- *They are neither the fastest decision makers nor the slowest.*

Can Cesar Antonio Take Some Risk Or Not?

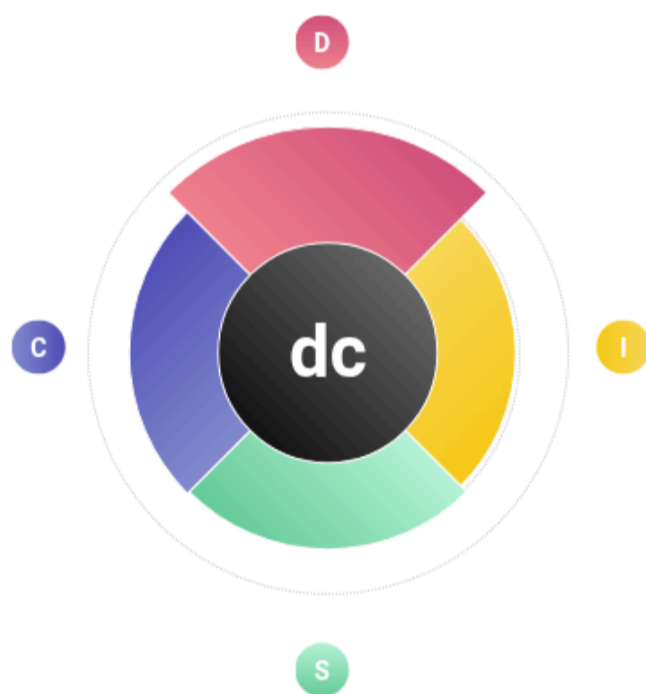
- *Once they have analyzed the pros and cons, they can take some risks.*

You And Cesar Antonio

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Cesar Antonio'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.

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.