



CHRIS HOWE

Inspirer
DISC Type : id

Real Estate Representative at Clear Channel Outdoor
Swampscott, Massachusetts, United States

Overview

Chris has no verified overview

👉 Personality Overview

Charming & Persuasive Decisive Confident & Optimistic

They respond well to objective pitches but also attach some value to relationships. They don't mind taking a stand if they believe in something. They usually prefer to drive the conversation.

👉 Topics They Care About

Chris has no verified topics they care about

Media Appearances

Chris has no verified media appearances

Work History

- 9-2023
Real Estate Representative at Clear Channel Outdoor
- 12-2009 - 11-2023
Account Executive at Clear Channel Outdoor
- 5-2009 - 12-2009
Advertising Sales Representative at Idearc Media
- 9-2007 - 4-2009
Advertising Media Consultant at Metro Boston
- 4-2005 - 9-2007
National Sales Manager at Viamedia

Education

- 1983 - 1987
BFA from New York University
- 1980 - 1983
Education details unavailable from Swampscott High School

More Information

Social Presence :



Prographics :

Exp : **36** Location : **Swampscott, Massachusetts, United States** Job Level : **Junior**

Designation : **Real Estate Representative at Clear Channel Outdoor**

Insights For Selling To Chris

👉 During A Call Or A Meeting

DO's

- Clearly address the competitive aspects
- Focus on the big picture and the strategic value of your product
- Look like someone who is on top of their game

DONT's

- Don't be very informal even if they are being so themselves
- Don't keep repeating the same information, it could make them impatient
- Don't be too verbose or overly friendly; a little bit, however, is fine

👉 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: Chris, 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: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

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

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Chris is

- *Product value plays a big role, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Chris

- *If they do not firmly believe in you, they will refuse without hesitation.*

Insights For Deal Planning

How Fast (Or Slow) Will Chris Move?

- *If they develop confidence in your product and you, then they can make fast decisions.*

Can Chris Take Some Risk Or Not?

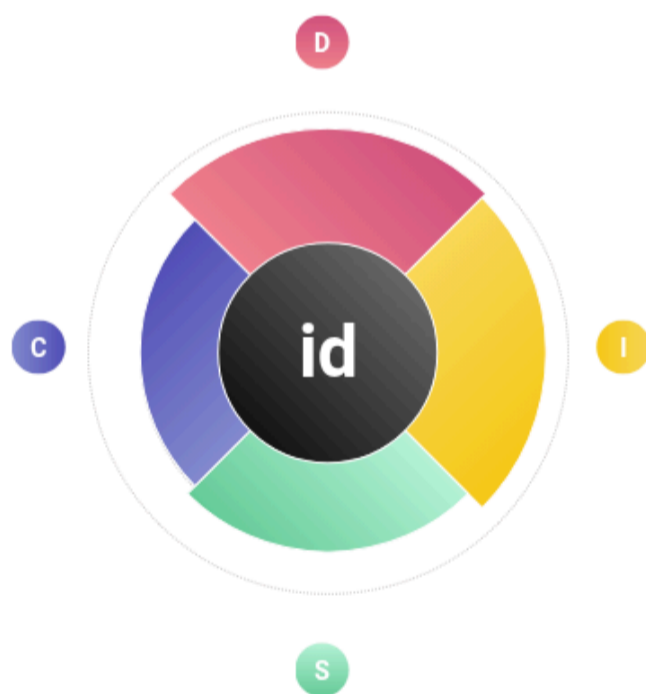
- *If necessary, they have the ability to take risky decisions.*

You And Chris

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Chris's Key Traits



INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.

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.