



## CHRIS LAVIN

**Energizer**  
DISC Type : I

**Director of Marketing and Communications at La Jolla Country Day School**  
La Mesa, California, United States

### Overview

Chris has no verified overview

#### 👉 Personality Overview

Imaginative      Relationship Oriented      Big Picture Person

They are not always early adopters but can be persuaded by leveraging strong relationships. They are really good at seeing what the long-term impacts of their decisions could be. They are always positive and upbeat, so take their promises with a pinch of salt.

#### 👉 Topics They Care About

Chris has no verified topics they care about

### Media Appearances

Chris has no verified media appearances

### Work History

- 9-2009  
Director of Marketing and Communications at La Jolla Country Day School
- 4-2001 - 9-2009  
General Manager, Arts, Lifestyles and Niche Publications at The San Diego Union-Tribune
- 9-1988 - 5-2000  
AME/World at St. Petersburg Times
- 1982 - 1988  
Executive City Editor at Rochester Times Union
- 5-1976 - 5-1982  
Reporter at Finger Lakes Times

### Education

- 1977 - 1981  
Education details unavailable from Hobart and William Smith Colleges
- 1973 - 1977  
Education details unavailable from De Sales High School

## More Information

Social Presence :



Prographics :

Exp : **49** Location : **La Mesa, California, United States** Job Level : **Mid-senior**

Designation : **Director of Marketing and Communications at La Jolla Country Day School**

## Insights For Selling To Chris

### 👉 During A Call Or A Meeting

#### DO's

- Be friendly and entertaining in your conversation
- Invite them for a lunch or a drink/coffee
- Use adjectives like 'amazing', 'coolest', 'unbelievable' etc.

#### DONT's

- Don't push them to make a decision too fast, let them get comfortable first
- Don't be excessively objective, be a storyteller
- Avoid overloading them with too much detail

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

**Pace:** Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

**Tone:** Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

**Tactics To Win:** Giving social proof, personal rapport, usage of superlatives, repeating their name.

**Mistakes To Avoid:** Information overload, use of negations

**Making The Ask:** Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

**Subconscious Driver:** They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

### Script

**Greeting:** Hey Chris, [user\_fname] here at [user\_companynamewithfirsttwowords] calling you this morning/evening!

**Opener:** Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

**Introduction:** We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

**Ask:** Chris, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

**Close:** So morning at around [time] next [tuesday], shall we say? And is it [prospect\_email]? Don't want to get that wrong you know!

## 👉 When Writing An Email

**Subject:** Personalized, catchy

*Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.*

**Salutation:** Yes (Something casual)

*Example: Use 'Hi', 'Hey' etc. (along with the first name)*

**Greeting:** Yes (Say something interesting/unusual)

*Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Build excitement

*Example: Something like 'So John, lets get the ball rolling?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Excited!', 'To a great partnership!' etc.*

**Tone of Words:** Friendly, first-person

**Overall Messaging:** Focused on the person and relationship

**Length of Mail:** Long

*Example: Maximum upto 150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Chris is

- *Relationship and rapport can play an important role, sometimes more than the other factors.*

Will you ever get a clear answer from Chris

- *They will probably never say no directly, you have to make that decision yourself.*

---

## Insights For Deal Planning

How Fast (Or Slow) Will Chris Move?

- *They are not the quickest decision makers, their friendly attitude could be misleading.*

Can Chris Take Some Risk Or Not?

- *They may take certain risks that they deem unlikely of personal repercussions.*

---

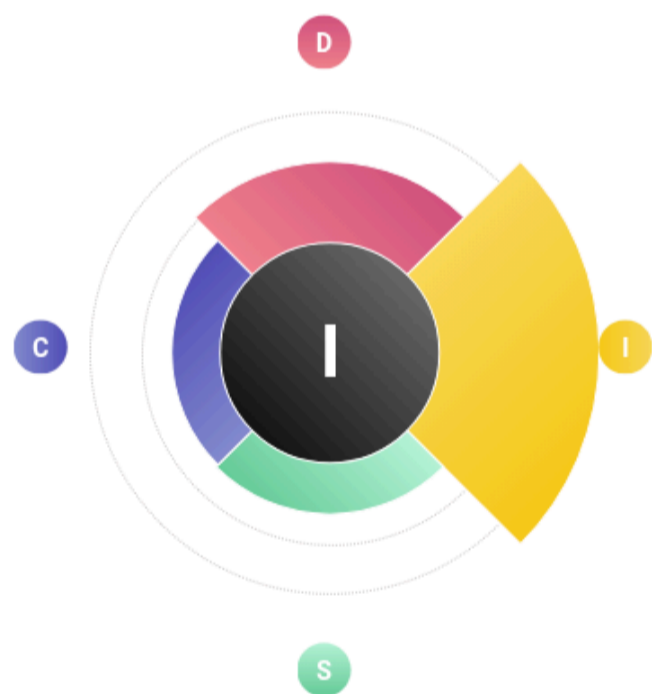
## You And Chris

### 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.