



CLAUDIA MALDONADO

Examiner
DISC Type : cs

Head of Poverty Measurement and Evaluation at National Institute of Statistics and Geography of Mexico (INEGI)
Mexico City, Mexico

Overview

Claudia has no verified overview

👉 Personality Overview

Late Adopter Tough To Convince Status Quo Seeker

They do not like taking risks at all and go for proven options in the end. They tend to be clear about their needs and limitations and are unlikely to promise too much. They are always well-planned and adopt a systematic approach.

👉 Topics They Care About

Claudia has no verified topics they care about

Media Appearances

Claudia has no verified media appearances

Work History

- 8-2025
Head of Poverty Measurement and Evaluation at National Institute of Statistics and Geography of Mexico (INEGI)
- 1-2021 - 8-2025
Professor and Researcher at UAM Universidad Autónoma Metropolitana
- 3-2020 - 8-2025
Academic Researcher at NATIONAL COUNCIL FOR THE EVALUATION OF SOCIAL DEVELOPMENT POLICY (CONEVAL)
- 12-2011 - 5-2016
Director General at CLEAR LAC
- 1-2021

Education

- 2003 - 2006
Doctor of Philosophy (PhD) from University of Notre Dame
- 2001 - 2003
Master's in Public Affairs from Princeton University

Profesora investigadora at Centro de Investigación y Docencia Económicas, A.C.

More Information

Social Presence :



Prographics :

Exp : **10** Location : **Mexico City, Mexico** Job Level : **Mid-senior**

Designation : **Head of Poverty Measurement and Evaluation at National Institute of Statistics and Geography of Mexico (INEGI)**

Insights For Selling To Claudia

👉 During A Call Or A Meeting

DO's

- Be firm in your communication and stay in control
- First of all, focus on building their confidence by sharing examples, case studies etc.
- Expect them to be slow and cautious, encourage them to ask more questions

DONT's

- Don't be very accepting if that is your natural style, stay firm
- Don't use phrases like 'do not worry', 'i promise' etc.
- Don't push them too hard to make fast decisions, give them time

👉 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 Claudia, 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 Claudia 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 Claudia

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

Insights For Deal Planning

How Fast (Or Slow) Will Claudia Move?

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

Can Claudia Take Some Risk Or Not?

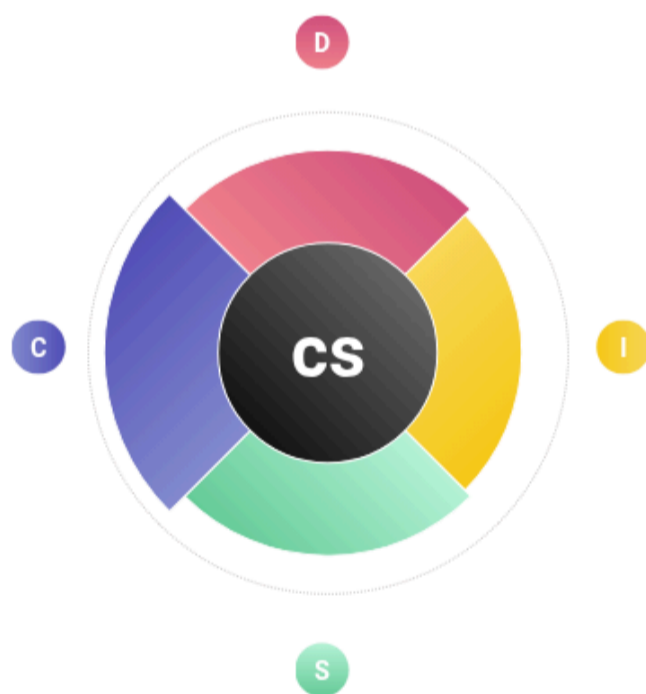
- They are low on risk-appetite and prefer to make informed decisions.

You And Claudia

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Claudia'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.