



Coco K.

Collaborator
DISC Type : is

Podcaster at Crooked Media
London, England, United Kingdom

Overview

Coco has no verified overview

👉 Personality Overview

Fair-minded

Consensus Builder

Example Driven

Scenarios where both sides can come out as winners appeal to them greatly. They are more likely to opt for solutions that are proven in the market. Unlike D or C types, they are calm as well as friendly and can give the impression of being more receptive than they actually are.

👉 Topics They Care About

Coco has no verified topics they care about

Media Appearances

Coco has no verified media appearances

Work History

- 5-2023
Podcaster at Crooked Media
- 3-2019 - 3-2020
Radio Host at BBC Asian Network
- 10-2016
Columnist, Feature Writer and Senior Commissioning Editor at Guardian News & Media
- 6-2012 - 6-2017
Editor at Kensington & Chelsea Review
- 1-2008
Writer, editor, presenter at Freelance

Education

- 2006 - 2009
BA from University of Warwick

More Information

Social Presence :



Prographics :

Exp : 15 Location : London, England, United Kingdom Job Level : N/A Designation : Podcaster at Crooked Media

Insights For Selling To Coco

👉 During A Call Or A Meeting

DO's

- Show them how they look good by making this decision
- Use testimonials, case studies to show them why it is a low-risk, high-value decision
- When asking them questions, sound relatable and informal

DONT's

- Don't get into excessive details unless prompted
- Don't push them to make decisions very fast, let them take their time
- Don't ask too many questions that sound too dry and objective

👉 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 Coco, [user_fname] here at [user_companynamewordstwowords] 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: Coco, 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, clear

Example: John, let's close this tomorrow?', 'You will get this!' etc.

Salutation: Yes (Something formal)

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

Greeting: Yes (Say something usual)

Example: Say something usual and friendly, like 'It's a real pleasure'

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Close on a positive note

Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'

Complimentary Close: Unique, pleasant

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

Tone of Words: Friendly, exciting

Overall Messaging: Focused on social proof

Length of Mail: Medium

Example: Ideally upto 130-150 words

👉 While Negotiating & Closing

The secret to closing fast with Coco is

- *Relationship and rapport play a major role, followed by low risk and the presence of proof points.*

Will you ever get a clear answer from Coco

- *They are diplomatic when the need arises; they hardly ever say a direct no.*

Insights For Deal Planning

How Fast (Or Slow) Will Coco Move?

- *They can take their time to reach decisions, even while they stay engaged and friendly.*

Can Coco Take Some Risk Or Not?

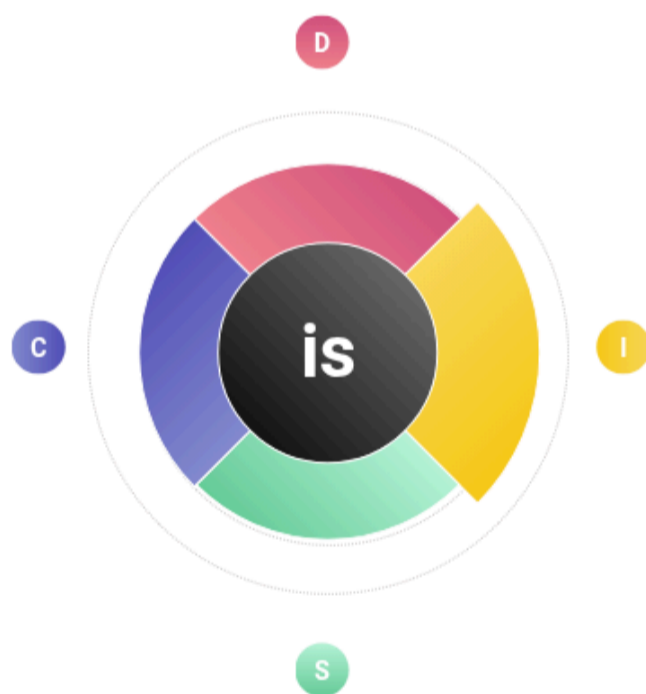
- *They are unlikely to take many risks.*

You And Coco

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Coco'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.

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.