



DAN BETTES

Pioneer
DISC Type : dsi

Chief Financial Officer at SoundCloud
New York City Metropolitan Area, United States

Overview

Dan has no verified overview

Personality Overview

Decisive But Friendly

Friendly But Fast

Driven But Considerate

They have the unique ability to win both love and respect from their team (or outsiders) If they are convinced, they can become very strong champions for your product They combine a unique set of diverse traits where they are fast and friendly but can slow down to be thorough when needed

Topics They Care About

Dan has no verified topics they care about

Media Appearances

Dan has no verified media appearances

Work History

- 10-2025
Chief Financial Officer at SoundCloud
- 3-2022 - 10-2025
Senior Vice President Finance at SoundCloud
- 1-2021 - 3-2022
Senior Vice President Finance at Downtown Music Holdings
- 1-2019 - 1-2021
Vice President Finance at Downtown Music Holdings
- 4-2017 - 1-2019
Controller at Downtown Music Holdings

Education

- Master of Science - MS from Michigan State University - Eli Broad College of Business
- Certificate of Specialization from Harvard Business School Online

More Information

Social Presence :



Prographics :

Exp : **19** Location : **New York City Metropolitan Area, United States** Job Level : **Leadership**

Designation : **Chief Financial Officer at SoundCloud**

Insights For Selling To Dan

👉 During A Call Or A Meeting

DO's

- During followups, use calls or text if needed, they should be fine
- Ask them for a lunch or coffee once some rapport has been established
- Mostly stick to your standard pitch and qualifying script, but add some stories or anecdotes to it

DONT's

- Don't lean very heavily into providing too much information, sharing whitepapers etc.
- Don't hesitate from asking questions or pushing them, but take a formal approach
- Avoid focusing only on the product or its ROI, keep building trust subtly

👉 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: Dan, 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, formal

Example: Personalized sales funnel', 'Sales conversion' etc.

Salutation: No

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

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Formally state your ask

Example: Something like 'If you are available tomorrow, shall we discuss this?'

Complimentary Close: None or standard

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

Tone of Words: Confident with a formal touch

Overall Messaging: Focused on output

Length of Mail: Short

Example: Maximum upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Dan is

- *Nothing less than a strong combination of proof of results, relationship and high levels of professionalism is effective with them.*

Will you ever get a clear answer from Dan

- *They can say no while staying friendly, but can also be persuaded to reconsider*

Insights For Deal Planning

How Fast (Or Slow) Will Dan Move?

- *They are generally fast movers and can take quick decisions*

Can Dan Take Some Risk Or Not?

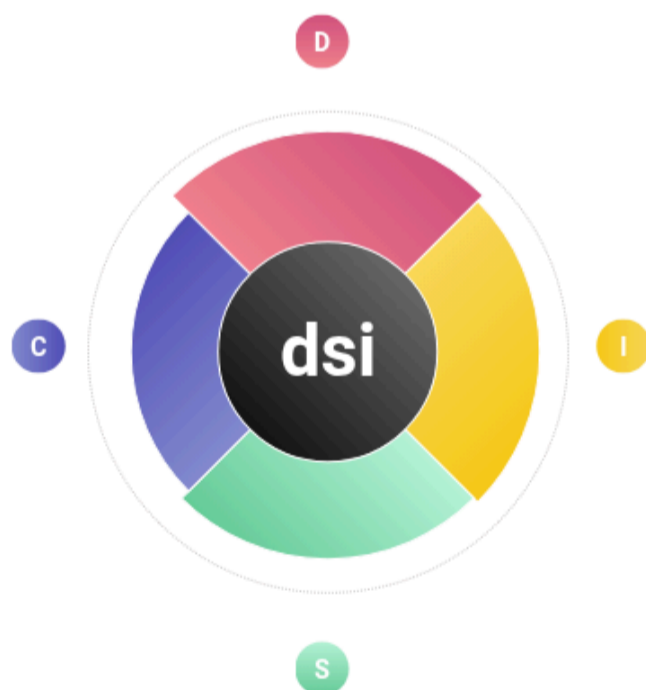
- *They have high risk-appetite but can get ahead of themselves once in a while. Observe carefully*

You And Dan

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Dan'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.

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.

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.