



DAN HOUDEK

Captain
DISC Type : DS

Senior Director of Product Marketing, Manufacturing & AI at Epicor
Austin, Texas, United States

Overview

Dan has no verified overview

👉 Personality Overview

Decisive But Calm **Consummate Professional** **Planner & Achiever**

They exhibit a rare combination of being result-oriented but patient at the same time. They are very professional in their approach and can weigh multiple perspectives together. They might take some time to make their mind up but once they do, they don't change it easily.

👉 Topics They Care About

Dan has no verified topics they care about

Media Appearances

Dan has no verified media appearances

Work History

- 3-2025
Senior Director of Product Marketing, Manufacturing & AI at Epicor
- 8-2022 - 3-2025
Sr. Strategist and Product Marketing Leader | Data, Analytics and AI at Microsoft
- 12-2021 - 8-2022
Director of Product Marketing at Rackspace Technology
- 2-2019 - 12-2021
Head Of Product Marketing, Private Cloud and Managed Hosting at Rackspace Technology
- 4-2018 - 2-2019

Education

- Communications from Michigan State University
- Public Speaking and Human Relations from Dale Carnegie Seminar in Public Speaking and Human Relations

VMware Product Marketing Sr. Leader at Rackspace
Technology

More Information

Social Presence :



Prographics :

Exp : **8** Location : **Austin, Texas, United States** Job Level : **Senior**

Designation : **Senior Director of Product Marketing, Manufacturing & AI at Epicor**

Insights For Selling To Dan

👉 During A Call Or A Meeting

DO's

- Ask them at the end if they see a strong value prop in your product; expect an honest answer
- You can spend time on BANT (or other qualification methodology) but keep it to the point
- Suggest clear next steps with confidence, don't be vague or hesitant

DONT's

- Don't focus too much on mutual contacts or bother about other stakeholders, focus on them
- Don't take their patience for granted, avoid long-winding sermons
- Don't go over them unless you are left with no other option

👉 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

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Dan

- *They will say no if they are not convinced but you will have to prompt them.*

Insights For Deal Planning

How Fast (Or Slow) Will Dan Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Dan Take Some Risk Or Not?

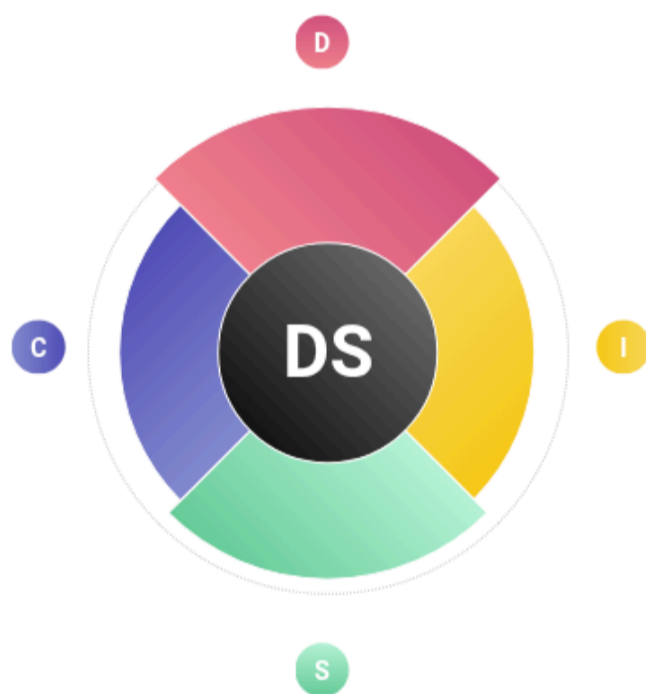
- *They have good risk tolerance but are likely to think it through once or twice.*

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.