



# DANIELLE BISTERFELDT

**Galvanizer**  
DISC Type : Id

**Senior Vice President, Marketing + Consumer Experience at Howard Hughes Communities**  
Las Vegas, Nevada, United States

## Overview

Danielle has no verified overview

### Personality Overview

**Pragmatic**      **Socially Adept**      **Self-Assured**

A combination of speed and relationship gets the best response from them. They are charming and can persuade others to support their decisions. They prefer to ensure that they are in control of the situation.

### Topics They Care About

Danielle has no verified topics they care about

## Media Appearances

Danielle has no verified media appearances

## Work History

- 2-2021  
Senior Vice President, Marketing + Consumer Experience at Howard Hughes Communities
- 2-2016 - 2-2021  
Vice President of Marketing - Summerlin at Howard Hughes Communities
- 7-2012 - 2-2016  
Director of Marketing - Summerlin at Howard Hughes Communities
- 11-2010 - 8-2012  
Sr Associate General Manager at General Growth Properties
- 11-2010  
Marketing Manager at General Growth Properties

## Education

- Bachelor of Science (BS) from UCLA

## More Information

Social Presence :



Prographics :

Exp : **15** Location : **Las Vegas, Nevada, United States** Job Level : **Leadership**

Designation : **Senior Vice President, Marketing + Consumer Experience at Howard Hughes Communities**

## Insights For Selling To Danielle

### 👉 During A Call Or A Meeting

#### DO's

- Find ways to push them a little if they don't start giving a clear yes or no in due course
- Take a friendly, informal yet confident approach while pitching
- Talk about some of the cool and impressive features of your product

#### DONT's

- Don't make promises that are hard to keep
- Do not come across as negative or non-supportive, work with them as a partner
- Don't rely too much on what they promise, make your own deductions

## 👉 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 Danielle, [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:** Danielle, 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:** Exciting, direct

*Example: John, quantum jump', 'Is it game over?' etc.*

**Salutation:** No

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

**Greeting:** No (Or say something unique)

*Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'*

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Informally state your ask

*Example: Something like 'John, if you are on, let's finalize tomorrow?'*

**Complimentary Close:** Unique, casual

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

**Tone of Words:** Informal, direct

**Overall Messaging:** Focused on personal achievement

**Length of Mail:** Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Danielle is

- *Relationship and product conviction matter equally, followed by a sense of achievement.*

Will you ever get a clear answer from Danielle

- *If they are not convinced, they will say no though in a friendly way.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Danielle Move?

- *They can make decisions quickly if they develop trust in you and conviction in the product.*

Can Danielle Take Some Risk Or Not?

- *If necessary, they will be ready to take risks.*

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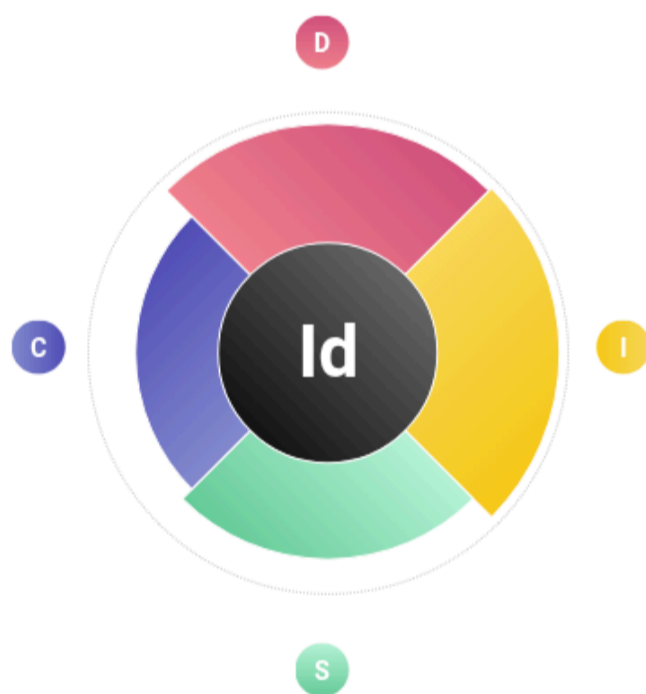
## You And Danielle

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Danielle'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.

### **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.