



DARA DALY

Energizer
DISC Type : I

Director of Digital Marketing & Demand Generation at GoFundMe
Longmont, Colorado, United States

Overview

Dara has no verified overview

👉 Personality Overview

Big Picture Person **Believer** **Informal**

Unlike C or D types, they are vocal with their opinions but not so much with their questions. They excel at seeing the bigger picture, and the long-term impact of their decisions. They are naturally enthusiastic, so take their promise with a pinch of salt.

👉 Topics They Care About

Dara has no verified topics they care about

Media Appearances

Dara has no verified media appearances

Work History

- 8-2024
Director of Digital Marketing & Demand Generation at GoFundMe
- 2-2024 - 8-2024
Senior Manager, Digital Marketing & SEO at Classy
- 2-2023 - 2-2024
Manager, Digital Marketing & SEO at Classy
- 8-2022 - 2-2023
Lead Digital Marketing Manager at Classy
- 2-2021 - 9-2021
Senior Paid Media Account Manager at Seer Interactive

Education

- 2011 - 2014
Bachelor of Science (B.S.) from UMN Carlson School of Management

More Information

Social Presence :



Prographics :

Exp : 6 Location : **Longmont, Colorado, United States** Job Level : **Mid-senior**

Designation : **Director of Digital Marketing & Demand Generation at GoFundMe**

Insights For Selling To Dara

👉 During A Call Or A Meeting

DO's

- Talk about their team and how your product will help them do things better and easier
- Speak enthusiastically with energy, maintain a clear and confident tone
- Invite them for a lunch or a drink/coffee

DONT's

- Avoid overloading them with too much detail
- Don't assume a yes just because they have not said no
- Avoid ifs and buts, don't talk too much about the risks etc.

👉 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 Dara, [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: Dara, 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, catchy

Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.

Salutation: Yes (Something casual)

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

Greeting: Yes (Say something interesting/unusual)

Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Build excitement

Example: Something like 'So John, lets get the ball rolling?'

Complimentary Close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words: Friendly, first-person

Overall Messaging: Focused on the person and relationship

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Dara is

- *Relationship and trust can be vital with them, sometimes more than anything else.*

Will you ever get a clear answer from Dara

- *They are unlikely to say no directly, you have to make that decision yourself.*

Insights For Deal Planning

How Fast (Or Slow) Will Dara Move?

- *They are not the fastest decision makers, their friendly approach can give false positive signals.*

Can Dara Take Some Risk Or Not?

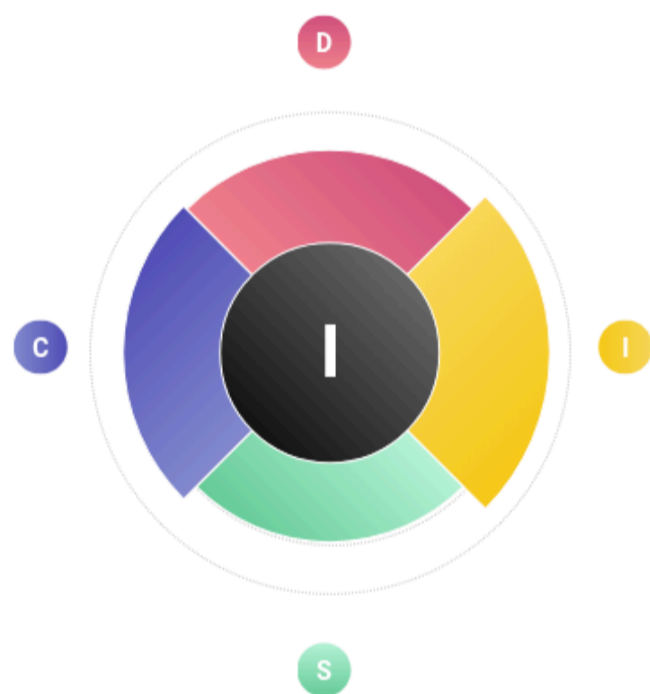
- *They may take certain risks that they deem unlikely of personal repercussions.*

You And Dara

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Dara'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.