



DAVE BANAS

Caretaker
DISC Type : Si

Digital Contractor Manager / Strategic Marketing at Owens Corning
Toledo, Ohio Metropolitan Area, United States

Overview

Dave Banas is a Digital Contractor Manager at Owens Corning, specializing in sales and marketing technology for the contractor network. His expertise is rooted in over 15 years of experience in ecommerce and digital strategy. He holds a Masters in Management Information Systems from Robert Morris University and was an Entrepreneurial Fellow at the University of Pittsburgh.

Peers describe him as an innovative, diligent, and take-charge leader with a combination of technical expertise and insightful marketing capabilities.

He started an online company, ThirstMonger, from scratch and built it into a premier business for the beverage industry.

👍 Personality Overview

Accommodating Tactful Risk-Averse

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. Scenarios where both sides can come out as winners appeal to them greatly.

👍 Topics They Care About

- Contractor Tech Stacks**
He frequently presents on leveraging technology, from lead management to sales presentations, to help roofing contractors win more business.
- Ecommerce Strategy**
His career includes leading ecommerce for major brands like ABARTA Coca-Cola and building an online beverage company from the ground up.
- Digital Lead Management**
Focuses on helping contractors capture and centralize leads from various sources to streamline workflows and improve closing rates.

Entrepreneurship

Demonstrated by starting his own ecommerce business and his participation in the University of Pittsburgh's Entrepreneurial Fellows Program.

Pittsburgh Sports

[Predicted] His education at the University of Pittsburgh and Robert Morris University, both in Pittsburgh, suggests a likely affinity for local sports teams.



Media Appearances

Dave has no verified media appearances

Work History

- 4-2019
Digital Contractor Manager / Strategic Marketing at Owens Corning
- 3-2014 - 3-2019
Mobile and Web / Ecommerce BPL at ABARTA Coca-Cola Beverages, LLC
- 2-2014
Digital Marketing and Ecommerce Strategy Consultant at Consultant
- 9-2008 - 2-2014
Director of Ecommerce for ThirstMonger at ABARTA
- 10-2005 - 8-2008
Ecommerce/Online Marketing Manager at OneCoast

Education

- 2011 - 2011
Institute for Entrepreneurial Excellence from University of Pittsburgh - Joseph M. Katz School of Business - Entrepreneurial Fellows Program
- Education details unavailable from Duquesne University

More Information

Social Presence :



Prographics :

Exp : **20** Location : **Toledo, Ohio Metropolitan Area, United States** Job Level : **Middle**

Designation : **Digital Contractor Manager / Strategic Marketing at Owens Corning**

Insights For Selling To Dave

👉 During A Call Or A Meeting

DO's

- Use phrases like 'trust me when', 'your team will love' etc.
- If possible, involve their colleagues in the sales process
- Take time to make them feel comfortable before getting to the main pitch

DONT's

- Don't get into excessive details unless prompted
- Don't ask too many questions that sound too dry and objective
- Don't sound very transactional

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Dave, how are you? This is [user_fname] at [user_companynamewithfirsttwowords].

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

Ask: Dave, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 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 Dave is

- *Relationships can play a major role, followed by low risk and strong market validation.*

Will you ever get a clear answer from Dave

- *They are not very direct, and unlikely to say no to your face.*

Insights For Deal Planning

How Fast (Or Slow) Will Dave Move?

- *They can take their time to make decisions, even if they are constantly involved and friendly.*

Can Dave Take Some Risk Or Not?

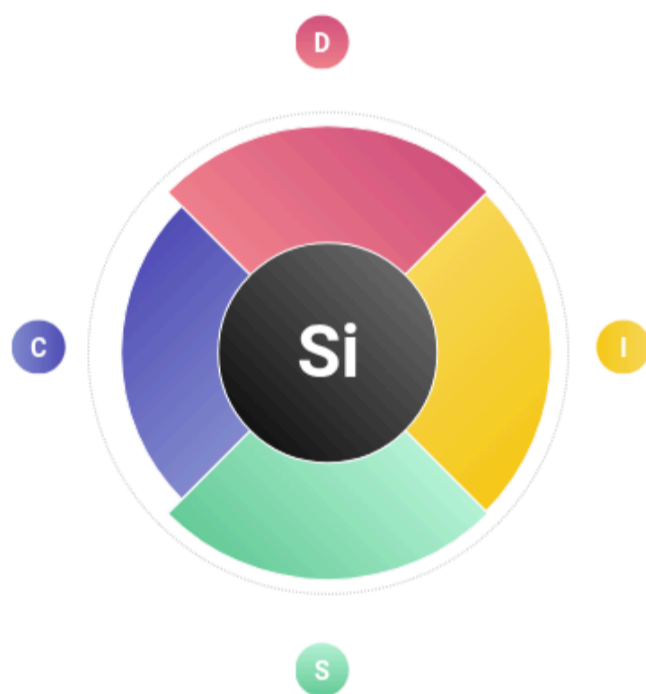
- *It is unlikely that they will take many risks.*

You And Dave

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Dave's Key Traits



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.