



DAVE HERFERT

Observer
DISC Type : ci

VP of Sales for North America at Grass Valley
Greater Boston, United States

Overview

Dave has no verified overview

Personality Overview

Curious Value Driven Assertive

They are generally strong communicators and are not easy to convince. They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They ask a lot of questions and rely heavily on information and collaterals.

Topics They Care About

Dave has no verified topics they care about

Media Appearances

Dave has no verified media appearances

Work History

- 7-2024
VP of Sales for North America at Grass Valley
- 2-2022 - 7-2024
Senior Director of Sales - Service Providers, New Media and Enterprise at Grass Valley
- 2-2021 - 2-2022
Director of Strategic Sales at Net Insight at Net Insight
- 2-2020 - 2-2021
Sr Director of Strategic Sales at Zixi - Software-Defined Video Platform
- 4-2018 - 2-2020
VP Sales, Americas at Aperi Corporation

Education

- 1991 - 1995
Liberal Arts from Colorado State University

More Information

Social Presence :



Prographics :

Exp : 24 Location : **Greater Boston, United States** Job Level : **Senior**

Designation : **VP of Sales for North America at Grass Valley**

Insights For Selling To Dave

👉 During A Call Or A Meeting

DO's

- Focus on immediate action-items rather than the larger goals
- Share testimonials from known people and give multiple examples of product value
- Build rapport, it will come handy to handle hard questions later

DONT's

- Don't rely excessively on your relationship with them to win the deal
- Don't try to rush them into a decision, provide all necessary information first
- Avoid making offhand commitments

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Dave, this is [user_fname] at [user_companynamewordstwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: Exciting but objective

Example: Making it personalized, 'Changing how to sell' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' (along with the first name)

Greeting: No

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

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Logically summarize, keep high energy

Example: Something like 'If these points make it clear, lets wrap this up at 11am?'

Complimentary Close: Unique or standard

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

Tone of Words: Confident, informational

Overall Messaging: Focused on generating excitement while staying objective

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Dave is

- *Proven value, strong testimonials are important for them, rapport can impact decisions a little.*

Will you ever get a clear answer from Dave

- *They are practical yet friendly, don't expect a clear no very often.*

Insights For Deal Planning

How Fast (Or Slow) Will Dave Move?

- *They like to analyze well and can take their time to reach any decisions.*

Can Dave Take Some Risk Or Not?

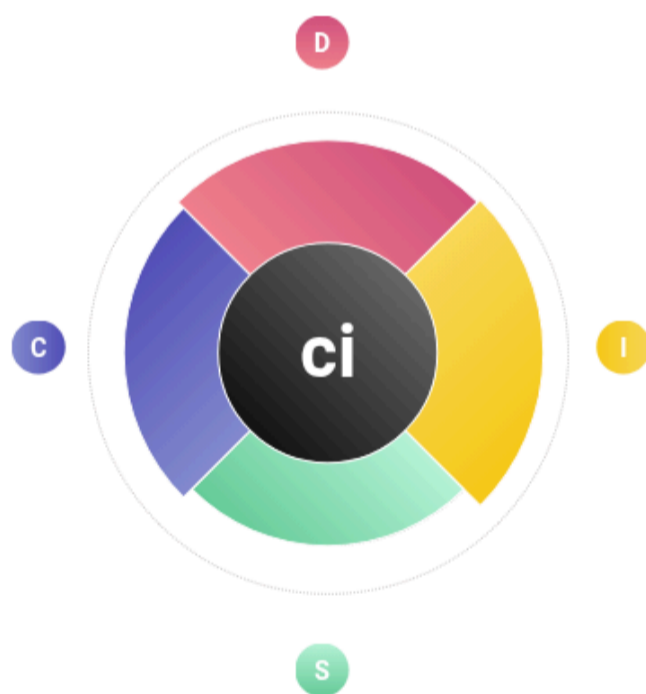
- *They weigh all decisions systematically and are unlikely to take many risks.*

You And Dave

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Dave's Key Traits



CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.

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.