



DAVE LEININGER

Enigma
DISC Type : icd

Consultant at Fusion Alliance
United States

Overview

Dave has no verified overview

Personality Overview

Fast Follower

Challenger

Hard To Convince

They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They are generally strong communicators and are not easy to convince. They are likely to ask many questions and look heavily for supporting proof as well as information.

Topics They Care About

Dave has no verified topics they care about

Media Appearances

Dave has no verified media appearances

Work History

- 9-2012 - 12-2018
Consultant at Fusion Alliance
- 10-2011 - 9-2012
Data Consultant at CIGNA Emerging Markets
- 3-2011 - 7-2011
Senior BI Consultant at Simon Property Group
- 10-2009 - 3-2011
Business Intelligence Architect at Defender Direct
- 6-2007 - 6-2017
Co-founder at IndyTechFest

Education

- Education details unavailable from Indiana University Bloomington

More Information

Social Presence :



Prographics :

Exp : **34** Location : **United States** Job Level : **Junior** Designation : **Consultant at Fusion Alliance**

Insights For Selling To Dave

👉 During A Call Or A Meeting

DO's

- Leverage 'negging', or the art of asking negative questions like "you must not be convinced yet..."
- Be prepared for a mix of questions and inquisitiveness, answer them in the tone in which they have been asked
- Build rapport slwly without rushing, it will come handy to handle hard questions later

DONT's

- Avoid long presentations and just 'high-level' value proposition, dive into the details
- Don't try to rush them into a decision, provide all necessary information first
- Don't brush off any concerns, take all questions seriously. They are easily deterred

👉 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 Dave, [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: Dave, 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 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 objective evidence are important for them, rapport can impact decisions a little.*

Will you ever get a clear answer from Dave

- *They are practical and friendly, but can give a clear response with a little prodding*

Insights For Deal Planning

How Fast (Or Slow) Will Dave Move?

- *They like to be detailed, so unless they develop strong conviction, they can take their time to arrive at decisions*

Can Dave Take Some Risk Or Not?

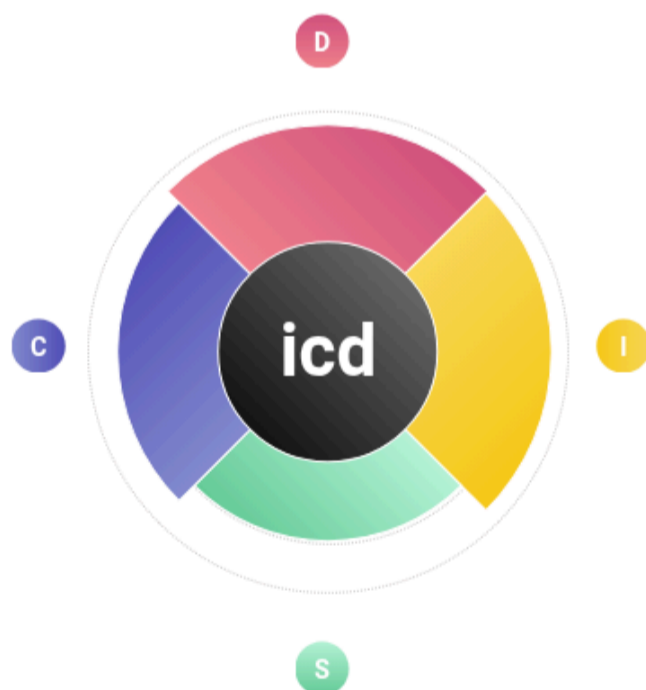
- *They evaluate their decisions systematically and do not take risks that often, unless you can get them to develop strong conviction*

You And Dave

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Dave'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.

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.

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.