



DAVID MCKENZIE

Energizer
DISC Type : I

Account Executive at The ADS Group
Duluth, Minnesota, United States

Overview

David has no verified overview

Personality Overview

Believer

Relationship Oriented

Big Picture Person

They are naturally enthusiastic, so take their promise with a pinch of salt. They excel at seeing the bigger picture, and the long-term impact of their decisions. They are people oriented, friendly and like creating new connections.

Topics They Care About

David has no verified topics they care about

Media Appearances

David has no verified media appearances

Work History

- 5-2019 - 10-2021
Account Executive at The ADS Group
- 5-2011 - 5-2019
National Account Representative at CDA
- 1-1980 - 1-1986
Truck Driver at Medical Oxygen Company
- General Manager/Director Of Business Development at Americ Disc
- Operations Manager/Director of Production and Purchasing at Rykodisc Inc

Education

- Completed Coursework from Berklee College of Music
- Completed Coursework from University of Minnesota

More Information

Social Presence :



Prographics :

Exp : 16 Location : Duluth, Minnesota, United States Job Level : N/A Designation : Account Executive at The ADS Group

Insights For Selling To David

👉 During A Call Or A Meeting

DO's

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

DONT's

- Don't assume a yes just because they have not said no
- Don't be excessively objective, be a storyteller
- Avoid overloading them with too much detail

👉 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 David, [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: David, 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 David is

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

Will you ever get a clear answer from David

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

Insights For Deal Planning

How Fast (Or Slow) Will David Move?

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

Can David Take Some Risk Or Not?

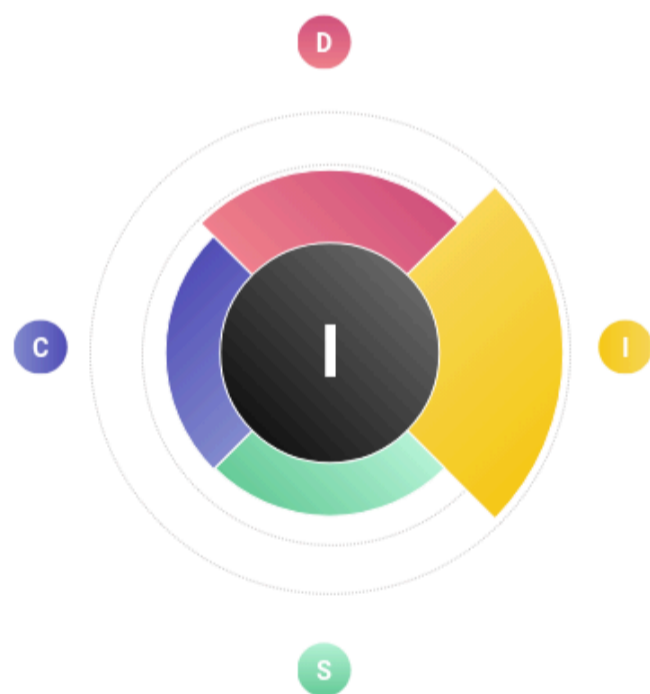
- *They may take certain risks that they deem unlikely of personal repercussions.*

You And David

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : David'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.