



# DAVID MILITZ

**Questioner**  
DISC Type : c

**Business Manager at The Britt Law Group PC**  
Grand Rapids, Michigan, United States

## Overview

David has no verified overview

### 👉 Personality Overview

**Not Easily Convinced**      **Price-Sensitive**      **Cautious & Analytical**

It is quite likely of them to ask for pricing or other concessions. They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters.

### 👉 Topics They Care About

David has no verified topics they care about

## Media Appearances

David has no verified media appearances

## Work History

- 6-2017  
Business Manager at The Britt Law Group PC
- 1-2017 - 11-2017  
Mortgage Loan Officer at Towne Mortgage Company
- 2017  
Licensed Realtor at West Michigan Realty Pros
- 7-2013 - 6-2016  
Realtor at Remax United
- 2-2008 - 11-2013  
Leasing Manager, Woodland Mall at Woodland Mall

## Education

- 1988 - 1991  
BBA from Central Michigan University
- 1981 - 1983  
General Education from Plymouth Salem High School

## More Information

Social Presence :



Prographics :

Exp : **32** Location : **Grand Rapids, Michigan, United States** Job Level : **Middle**

Designation : **Business Manager at The Britt Law Group PC**

## Insights For Selling To David

### 👉 During A Call Or A Meeting

#### DO's

- Keep some extra margin in hand as they will likely negotiate the pricing
- If you have a lower priced product compared to the competition, call out the same
- Tell them that you will come back if you don't have a good answer for a question

#### DONT's

- Avoid phrases like 'do not worry about', 'no one compares to' etc.
- Don't try to be too friendly or informal with them
- Don't overhype the product/pitch, keep it measured

## 👉 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 David, 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:** Objective

*Example: Getting personalization right, '40% increase' etc.*

**Salutation:** Yes (Something usual)

*Example: Use 'Hi' or only the first name*

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make sense, shall we speak tomorrow?'*

**Complimentary Close:** None or formal

*Example: Something simple like 'Thanks', or nothing at all.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on allaying doubts and ROI

**Length of Mail:** Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with David is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from David

- *It doesn't come naturally to them but they can say no if they are not convinced.*

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## Insights For Deal Planning

How Fast (Or Slow) Will David Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can David Take Some Risk Or Not?

- *If they believe that they have analyzed the situation well, they can take a little risk.*

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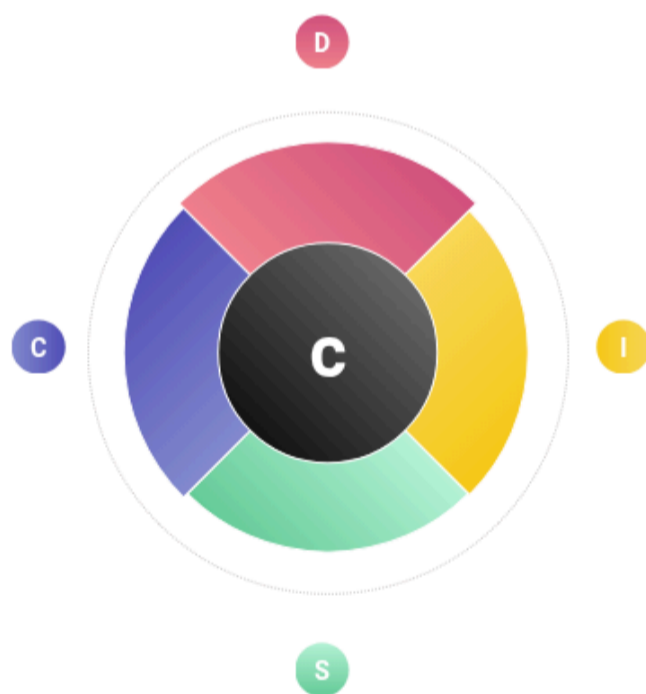
## You And David

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : David'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.