



DEREK MORRELL

Examiner
DISC Type : sc

Manager, Real Estate Market Strategy at Tractor Supply Company
Cornelius, North Carolina, United States

Overview

Derek has no verified overview

👉 Personality Overview

Process Oriented **Overcautious** **Late Adopter**

Being observant comes to them naturally. The only way to convince them is by showing them examples and ample proof. They do not like taking risks at all and go for proven options in the end.

👉 Topics They Care About

Derek has no verified topics they care about

Media Appearances

Derek has no verified media appearances

Work History

- 5-2023
Manager, Real Estate Market Strategy at Tractor Supply Company
- 3-2021 - 5-2023
Market Strategy Manager at Gopuff
- 6-2020 - 3-2021
Senior Analyst, Applied Analytics & Business Intelligence at LPL Financial
- 10-2019 - 4-2020
Senior Manager, Category Analytics at TTI Floor Care North America
- 10-2017 - 9-2019
Manager, Category Insights and Analytics at TTI Floor Care North America

Education

- Master of Arts (M.A.) from University of North Carolina at Charlotte
- Bachelor of Arts (B.A.) from University at Buffalo

More Information

Social Presence :



Prographics :

Exp : 8 Location : **Cornelius, North Carolina, United States** Job Level : **Middle**

Designation : **Manager, Real Estate Market Strategy at Tractor Supply Company**

Insights For Selling To Derek

👉 During A Call Or A Meeting

DO's

- Spend time addressing concerns around risk and change, they will have them even if they don't express them
- Expect them to be vague in response to your questions, ask firmly and pointedly
- Be firm in your communication and stay in control

DONT's

- Don't use phrases like 'do not worry', 'i promise' etc.
- Don't rely on relationship building even if they act pleasantly
- Avoid getting into storytelling mode, especially when they ask specific questions

👉 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 Derek, how are you? This is [user_fname] at [user_companynamewordstwowords].

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: Derek, 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: Precise

Example: Measurable results', '6.2% more sales' etc.

Salutation: Yes (Something formal)

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

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'I hope that you are doing well' etc.

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'

Complimentary Close: Formal

Example: Something simple like 'Thanks', 'Regards' etc.

Tone of Words: Objective, informational

Overall Messaging: Focused on removing doubts

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Derek is

- For them, low risk and acceptance by others are very important, followed by proof of ROI.

Will you ever get a clear answer from Derek

- They don't say no often, they push out the decisions or keep going around in circles.

Insights For Deal Planning

How Fast (Or Slow) Will Derek Move?

- They do not like to take decisions in a hurry, so they could be slow in making their mind up.

Can Derek Take Some Risk Or Not?

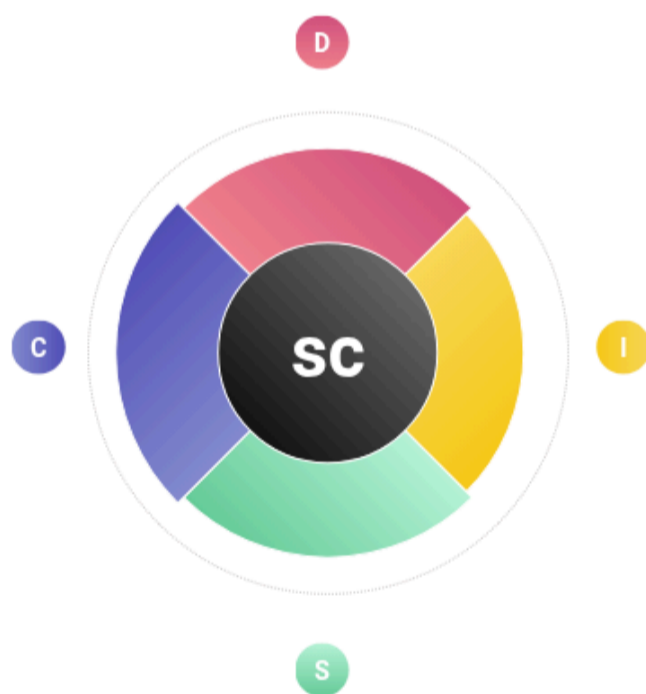
- They are low on risk-appetite and prefer to make informed decisions.

You And Derek

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Derek'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.

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.