



## EDLER ALCIME

**Observer**

DISC Type : ci

**Director, Judicial Marketing at Cornerstone Of Medical Arts Center**

New York City Metropolitan Area, United States

### Overview

Edler has no verified overview

#### Personality Overview

**Value Driven**

**Example Seeker**

**Curious**

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

#### Topics They Care About

Edler has no verified topics they care about

### Media Appearances

Edler has no verified media appearances

### Work History

- 2-2016  
Director, Judicial Marketing at Cornerstone Of Medical Arts Center
- 8-2014 - 1-2016  
Senior Navigator/Supervisor at Samaritan Village, Inc
- 10-2006 - 8-2014  
Supervisor at EAC Network

### Education

- 2002 - 2006  
Bachelor's Degree from John Jay College (CUNY)
- 2014 - 2015  
CASAC Credential from The Resource Training Center

### More Information

**Social Presence :**



## Prographics :

Exp : 19 Location : New York City Metropolitan Area, United States Job Level : Mid-senior

Designation : Director, Judicial Marketing at Cornerstone Of Medical Arts Center

## Insights For Selling To Edler

### 👉 During A Call Or A Meeting

#### DO's

- Use phrases like 'clear proof that', 'data shows' etc.
- Persuade objectively how your product will help them achieve their goals
- Invite them for a social do but don't rely solely on the relationship

#### DONT's

- Don't brush off any concerns, take all questions seriously
- Avoid making offhand commitments
- Don't rely excessively on your relationship with them to win the deal

## 👉 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 Edler, 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 Edler is

- *Clear proof of product value matters to them, followed by others' testimonials and rapport.*

Will you ever get a clear answer from Edler

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

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## Insights For Deal Planning

How Fast (Or Slow) Will Edler Move?

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

Can Edler Take Some Risk Or Not?

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

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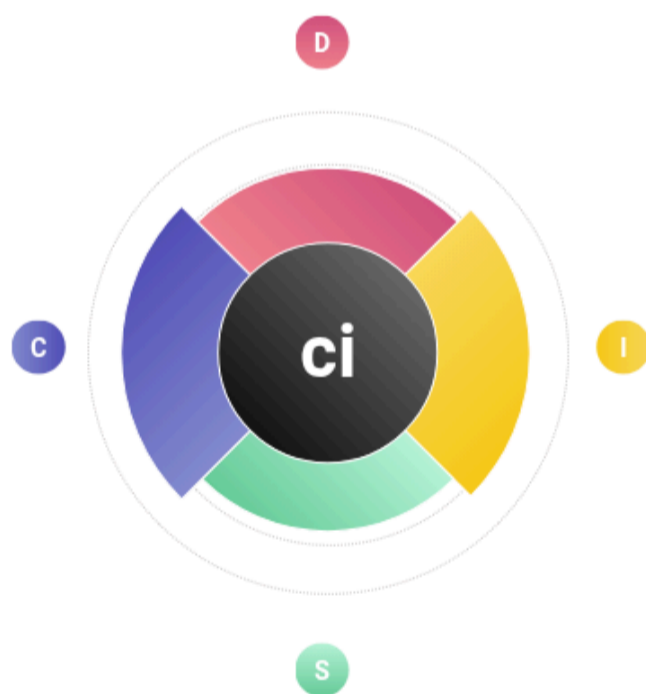
## You And Edler

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Edler'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.