



ELIZABETH OBRIEN

Judge
DISC Type : Dc

Executive Director at Hiring Our Heroes
Washington DC-Baltimore Area, United States

Overview

Elizabeth has no verified overview

👉 Personality Overview

Objective Thinker Demanding Features Driven

They are very proud of what they do. They respond better to strong and respectful interactions. They like to be in a position where they can control the conversation and terms.

👉 Topics They Care About

Elizabeth has no verified topics they care about

Media Appearances

Elizabeth has no verified media appearances

Work History

- 1-2023
Executive Director at Hiring Our Heroes
- 8-2022
Venture Partner at TFX Capital
- 6-2022 - 1-2024
Chairwoman of the Board at Freedom Learning Group
- 4-2020 - 6-2022
Chief Executive Officer at Freedom Learning Group
- 9-2014 - 4-2020
Senior Director at Hiring Our Heroes

Education

- BBA from Hofstra University
- Diploma from Sacred Heart Academy High School

More Information

Social Presence :



Prographics :

Exp : 24 Location : Washington DC-Baltimore Area, United States Job Level : Senior

Designation : Executive Director at Hiring Our Heroes

Insights For Selling To Elizabeth

👉 During A Call Or A Meeting

DO's

- Be respectful but crisp
- Hold your ground without indulging in one-upmanship
- Get to the point quickly instead of spending time doing small talk

DONT's

- Avoid being too verbose
- Don't try too hard to forge relationships with them
- Avoid being a storyteller and don't try to oversell

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Elizabeth, this is [user_fname] at [user_companynamewithfirsttwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: To the point, measured

Example: Will this work?', '6.2% revenue impact' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

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

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

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

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

Example: Less than 100 words

👉 While Negotiating & Closing

The secret to closing fast with Elizabeth is

- *Conviction around the impact matters the most to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Elizabeth

- *If they decide not to use your product, they will say no clearly.*

Insights For Deal Planning

How Fast (Or Slow) Will Elizabeth Move?

- *They can take decisions very fast if you manage to convince them.*

Can Elizabeth Take Some Risk Or Not?

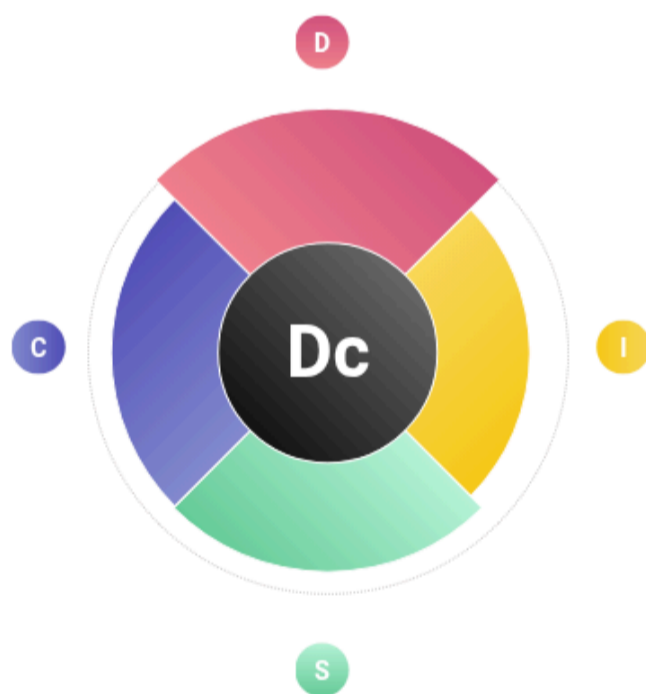
- *The risks don't matter much to them.*

You And Elizabeth

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Elizabeth's Key Traits



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.

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.