



EMILY CLARK

Enthusiast
DISC Type : i

Director, Internal Communications at WP Engine
United States

Overview

Emily has no verified overview

👉 Personality Overview

Amiable & Agreeable **Story Driven** **Consensus Focused**

They tend to be agreeable by nature, so take their promises with a pinch of salt. They prefer to build relationships rather than staying totally transactional. Unlike D or C types, they are convinced more by stories and testimonials.

👉 Topics They Care About

Emily has no verified topics they care about

Media Appearances

Emily has no verified media appearances

Work History

- 4-2026
Director, Internal Communications at WP Engine
- 9-2025 - 4-2026
Senior Director, Employee Communications & Experience at Nutrabolt
- 1-2024 - 10-2025
Director, Corporate Communications & Experience at Nutrabolt
- 6-2021 - 1-2024
Senior Manager, Corporate Communications at Nutrabolt
- 10-2020 - 6-2021
Internal Communications Manager at Workrise

Education

- 2008 - 2009
Advertising/Public Relations from Texas Tech University
- 2009 - 2011
Bachelor of Science from West Texas A&M University

More Information

Social Presence :



Prographics :

Exp : 8 Location : **United States** Job Level : **Mid-senior** Designation : **Director, Internal Communications at WP Engine**

Insights For Selling To Emily

👉 During A Call Or A Meeting

DO's

- Give them the opportunity to lead the conversation where possible
- Maintain high, positive energy and convey confidence
- Speak from experience about success that the product has seen with other customers

DONT's

- Don't push them for a direct 'no', take lack of 'yes' as 'no' after some time
- Don't be too formal with them, they trust informality more
- Don't be excessively objective, be like a storyteller with them

👉 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 Emily, [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: Emily, 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 Emily is

- *Relationship and rapport are valuable for them, but so is proven product value.*

Will you ever get a clear answer from Emily

- *They are unlikely to say no directly.*

Insights For Deal Planning

How Fast (Or Slow) Will Emily Move?

- *They are not very fast decision makers, even while they continue to stay engaged.*

Can Emily Take Some Risk Or Not?

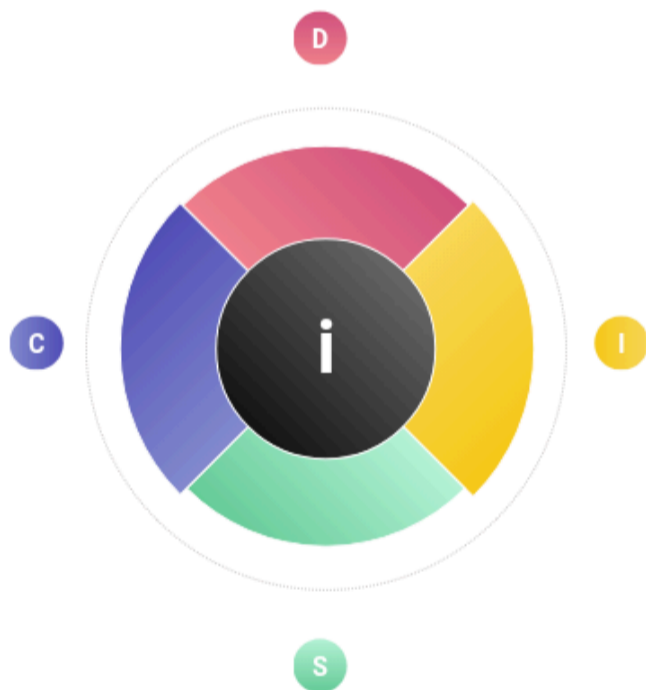
- *They can take some low-probability risks if needed.*

You And Emily

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Emily'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.