



EMILY VANDERWALL

Energizer
DISC Type : I

Senior Category Marketing Manager at Heritage Auctions
Dallas, Texas, United States

Overview

Emily has no verified overview

👤 Personality Overview

- Enthusiastic
- Informal
- Big Picture Person

They are naturally enthusiastic, so take their promise with a pinch of salt. They are people oriented, friendly and like creating new connections. They are not always early adopters but can be persuaded by leveraging strong relationships.

👤 Topics They Care About

Emily has no verified topics they care about

Media Appearances

Emily has no verified media appearances

Work History

- 10-2021
Senior Category Marketing Manager at Heritage Auctions
- 1-2019
Category Marketing Manager at Heritage Auctions
- 10-2016
Category Marketing Specialist at Heritage Auctions
- 1-2016 - 5-2016
Graduate Intern at Christie's
- 1-2015 - 8-2015
Marketing Intern at Dallas Museum of Art

Education

- 2014 - 2016
Master of Arts Management from Southern Methodist University
- 2014 - 2016
Master of Business Administration (MBA) from SMU Cox School of Business
- 2008 - 2010
Master of Fine and Decorative Arts from Sotheby's Institute of Art
- 2004 - 2008
Bachelor of Arts (B.A.) from University of Notre Dame

More Information

Social Presence :



Prographics :

Exp : **13** Location : **Dallas, Texas, United States** Job Level : **Middle**

Designation : **Senior Category Marketing Manager at Heritage Auctions**

Insights For Selling To Emily

👉 During A Call Or A Meeting

DO's

- Use phrases like 'people will love', 'massive impact' etc.
- Be friendly and entertaining in your conversation
- Share some stories about how you you have helped people in similar positions succeed

DONT's

- Avoid cutting into their flow
- Avoid ifs and buts, don't talk too much about the risks etc.
- Avoid overloading them with too much detail

👉 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 trust can be vital with them, sometimes more than anything else.*

Will you ever get a clear answer from Emily

- *They are unlikely to say no directly, you have to make that decision yourself.*

Insights For Deal Planning

How Fast (Or Slow) Will Emily Move?

- *They are not the fastest decision makers, their friendly approach can give false positive signals.*

Can Emily Take Some Risk Or Not?

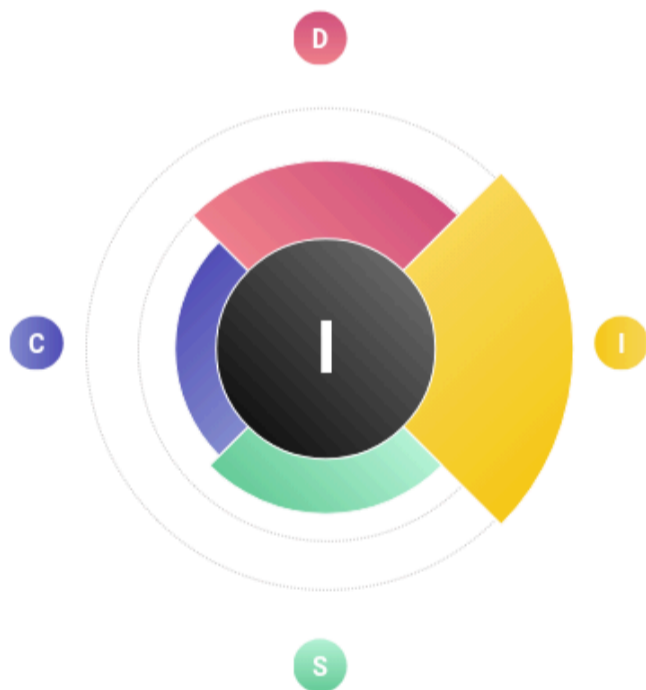
- *They can take certain risks that are unlikely to have personal consequences.*

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.