



EMMA BLEWETT

Questioner
DISC Type : c

AML Analyst at Caleb & Brown
Drexel Hill, Pennsylvania, United States

Overview

Emma has no verified overview

👉 Personality Overview

Cautious & Analytical Value Seeker Not Easily Convinced

They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. It is quite likely of them to ask for pricing or other concessions. While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters.

👉 Topics They Care About

Emma has no verified topics they care about

Media Appearances

Emma has no verified media appearances

Work History

- 5-2024
AML Analyst at Caleb & Brown
- 7-2022 - 5-2024
AML Analyst at Margo
- 8-2021 - 7-2022
Athletic Event Management Intern at Albright College
- 5-2020
Artist at EB Artworld

Education

- 2018 - 2022
Bachelor of Science - BS from Albright College
- 2014 - 2018
Education details unavailable from Upper Darby Senior High School

More Information

Social Presence :





Prographics :

Exp : 5 Location : **Drexel Hill, Pennsylvania, United States** Job Level : **N/A** Designation : **AML Analyst at Caleb & Brown**

Insights For Selling To Emma

👉 During A Call Or A Meeting

DO's

- Emphasize on objective proof of ROI, help them do a thorough evaluation
- Tell them that you will come back if you don't have a good answer for a question
- Back up any claims with data and numbers

DONT's

- Don't overhype the product/pitch, keep it measured
- Don't depend too much on anecdotal evidence, it reduces their confidence
- Avoid phrases like 'do not worry about', 'no one compares to' etc.

👉 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 Emma, 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: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

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

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

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

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Emma is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Emma

- *It doesn't come naturally to them but they can say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Emma Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Emma Take Some Risk Or Not?

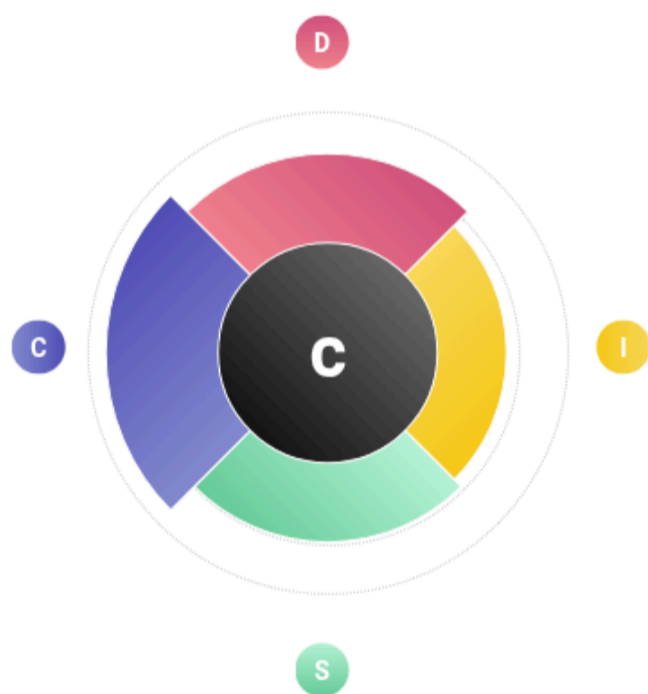
- *If they believe that they have analyzed the situation well, they can take a little risk.*

You And Emma

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Emma'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.