



# EVAN SANCHEZ

**Examiner**  
DISC Type : cs

**Director of Promotions at Insomniac Events**  
Beverly Hills, California, United States

## Overview

Evan has no verified overview

### 👉 Personality Overview

**Tough To Convince**   **Process Oriented**   **Status Quo Seeker**

They are quite aware of their needs and limitations, so they are unlikely to over-promise. Being observant comes to them naturally. They are thorough and always follow a systematic approach.

### 👉 Topics They Care About

Evan has no verified topics they care about

## Media Appearances

Evan has no verified media appearances

## Work History

- 1-2024  
Director of Promotions at Insomniac Events
- 3-2023 - 1-2024  
Director of Customer Experience at Emerging Transformational Ventures ETV GLOBAL, INC.
- 3-2022 - 8-2022  
Senior Sales Engineer at CMIT Solutions of West LA - Beverly Hills
- 5-2021 - 3-2022  
Sales Engineer at CMIT Solutions of West LA - Beverly Hills
- 4-2021 - 5-2021  
Sales Engineer Intern at Careerist.Academy

## Education

- Associate's degree from Mt. San Antonio College

## More Information

Social Presence :



Prographics :

Exp : 20 Location : **Beverly Hills, California, United States** Job Level : **Mid-senior**

Designation : **Director of Promotions at Insomniac Events**

## Insights For Selling To Evan

### 👉 During A Call Or A Meeting

#### DO's

- First of all, focus on building their confidence by sharing examples, case studies etc.
- Spend time addressing concerns around risk and change, they will have them even if they don't express them
- Expect them to be slow and cautious, encourage them to ask more questions

#### DONT's

- Don't be very accepting if that is your natural style, stay firm
- Avoid getting into storytelling mode, especially when they ask specific questions
- Don't push them too hard to make fast decisions, give them time

## 👉 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 Evan, this is [user\_fname] at [user\_companynamewithfirsttwowords].

**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:** Precise

*Example: Measurable results', '6.2% more sales' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi' (along with the first name)*

**Greeting:** Yes (Say something formal/usual)

*Example: Use standard lines, like 'I hope that you are doing well' etc.*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'*

**Complimentary Close:** Formal

*Example: Something simple like 'Thanks', 'Regards' etc.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on removing doubts

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Evan is

- *Low-risk, adoption by others are very important to them, followed by confidence in ROI.*

Will you ever get a clear answer from Evan

- *They are unlikely to say no, it's better to stop yourself once you have exhausted all the options.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Evan Move?

- *They do not like to rush and therefore can be quite slow in their decision-making.*

Can Evan Take Some Risk Or Not?

- *They have little risk-appetite and prefer to take measured decisions.*

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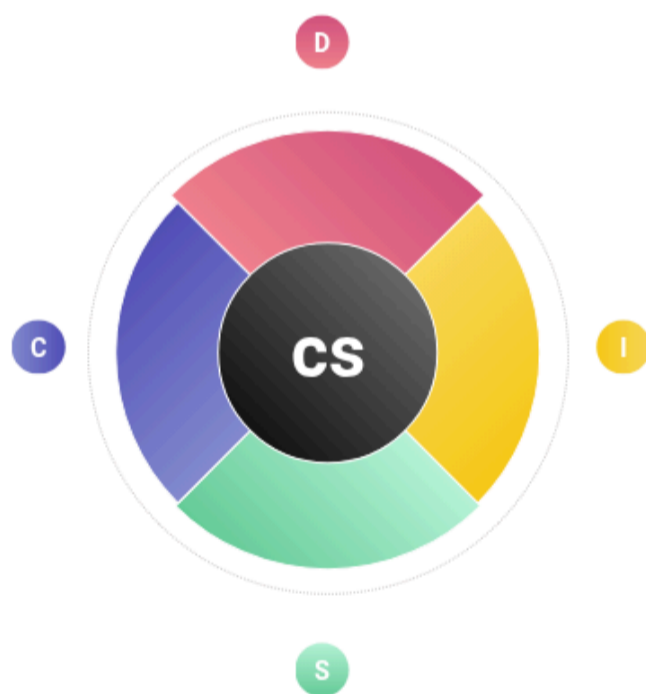
## You And Evan

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Evan'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.

### STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.