



FIONA WANG

Energizer
DISC Type : I

Service Operation Leader at XXXXXXXXXXXXXXXX
Minhang District, Shanghai, China

Overview

Fiona has no verified overview

👉 Personality Overview

Informal

Enthusiastic

Relationship Oriented

Unlike C or D types, they are vocal with their opinions but not so much with their questions. They are really good at seeing what the long-term impacts of their decisions could be. They are friendly, approachable and love to make new connections.

👉 Topics They Care About

Fiona has no verified topics they care about

Media Appearances

Fiona has no verified media appearances

Work History

- 9-2022
Service Operation Leader at
- 6-2021 - 9-2022
Associate Director, Commercial Management at Beckman Coulter Diagnostics
- 9-2020 - 5-2021
Sr. Business Development Manager (Customer Value Solution) at Beckman Coulter Diagnostics
- 1-2020 - 8-2020
Business Development Manager at Beckman Coulter Diagnostics
- 4-2015 - 8-2017
Service Quality Supervisor at Roche

Education

- Master of Business Administration - MBA from Fudan University
- BS from Shanghai Normal University

More Information

Social Presence :



Prographics :

Exp : **14** Location : **Minhang District, Shanghai, China** Job Level : **Mid-senior**

Designation : **Service Operation Leader at** ████████████████████

Insights For Selling To Fiona

👉 During A Call Or A Meeting

DO's

- Talk anecdotally about the customer experience that your product offers
- Be friendly and entertaining in your conversation
- Use adjectives like 'amazing', 'coolest', 'unbelievable' etc.

DONT's

- Avoid ifs and buts, don't talk too much about the risks etc.
- Avoid cutting into their flow
- Don't be excessively objective, be a storyteller

👉 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 Fiona, [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: Fiona, 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 Fiona is

- *Relationship and rapport can play an important role, sometimes more than the other factors.*

Will you ever get a clear answer from Fiona

- *They will probably never say no directly, you have to make that decision yourself.*

Insights For Deal Planning

How Fast (Or Slow) Will Fiona Move?

- *They are not the quickest decision makers, their friendly attitude could be misleading.*

Can Fiona Take Some Risk Or Not?

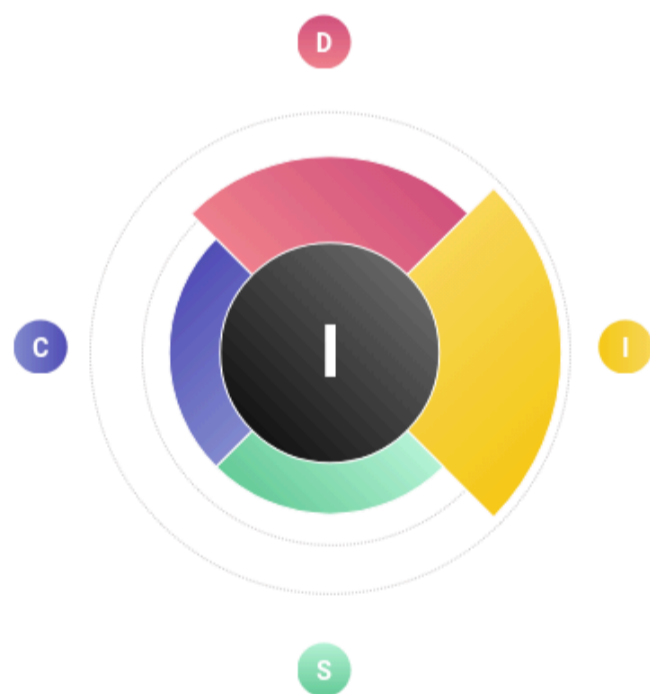
- *They can take certain risks that are unlikely to have personal consequences.*

You And Fiona

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Fiona'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.