



## GREER P.

Enthusiast  
DISC Type : i

Associate Compliance Counsel at AppFolio, Inc.  
San Clemente, California, United States

### Overview

Greer has no verified overview

#### 👉 Personality Overview

Amiable & Agreeable

Consensus Focused

Story Driven

Unlike D or C types, they are convinced more by stories and testimonials. They are more about building relationships than just cutting deals. They are generally friendly, so be careful when relying on their word.

#### 👉 Topics They Care About

Greer has no verified topics they care about

### Media Appearances

Greer has no verified media appearances

### Work History

- 10-2023  
Associate Compliance Counsel at AppFolio, Inc.
- 11-2021 - 10-2023  
Compliance Program Manager at AppFolio, Inc.
- 6-2019 - 11-2021  
Compliance Manager at Anthem, Inc.
- 5-2018 - 6-2019  
Corporate Privacy Legal Intern at Anthem, Inc.
- 1-2018 - 5-2018  
Legal Extern at The Surfrider Foundation

### Education

- 2015 - 2018  
Doctor of Law - JD from University of Colorado Law School
- 2010 - 2014  
Bachelor of Arts (B.A.) from UC Santa Barbara

## More Information

Social Presence :



Prographics :

Exp : 10 Location : San Clemente, California, United States Job Level : N/A

Designation : Associate Compliance Counsel at AppFolio, Inc.

## Insights For Selling To Greer

### 👉 During A Call Or A Meeting

#### DO's

- Speak from experience about success that the product has seen with other customers
- Give them the opportunity to lead the conversation where possible
- Refer to interesting customer testimonials and stress on great customer experience

#### DONT's

- Don't be too formal with them, they trust informality more
- Don't be excessively objective, be like a storyteller with them
- Don't ask too many questions in one go, weave them into the flow

## 👉 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 Greer, [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:** Greer, 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 Greer is

- *Relationships and rapport matter to them, but so does the value of the product.*

Will you ever get a clear answer from Greer

- *They will hardly ever say a direct no.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Greer Move?

- *Even when they are constantly engaged, they do not reach decisions quickly.*

Can Greer Take Some Risk Or Not?

- *If it seems really necessary, they can take small risks.*

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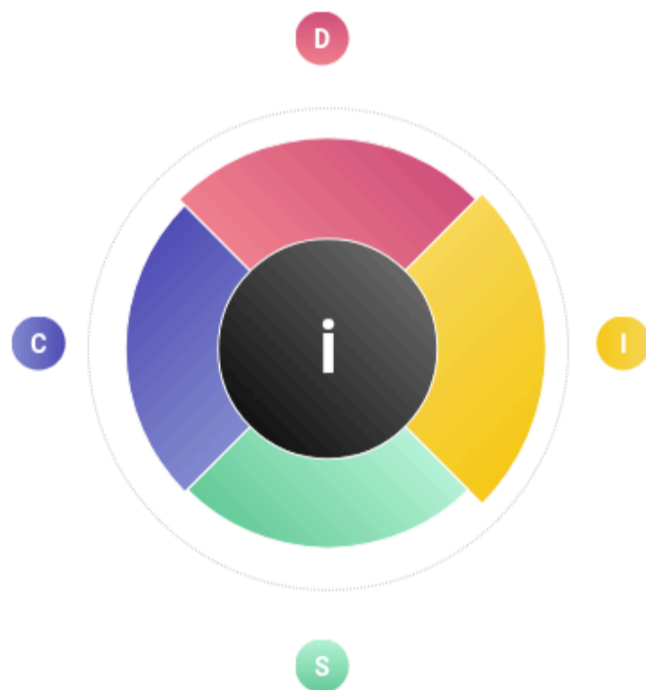
## You And Greer

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Greer'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.