



HANS LANG

Trailblazer
DISC Type : ID

Digital Advertising Manager at Money Management International
Raleigh, North Carolina, United States

Overview

Hans has no verified overview

Personality Overview

Values Relationships

Assertive

Persuasive

They are more likely to be open to unproven but exciting technologies. They do not mind taking risks and can make hard decisions, if necessary. They like to keep things under control.

Topics They Care About

Hans has no verified topics they care about

Media Appearances

Hans has no verified media appearances

Work History

- 10-2024
Digital Advertising Manager at Money Management International
- 10-2023 - 7-2024
Digital Advertising Manager at Avalara
- 12-2021 - 6-2023
Senior Social Media Analyst at BHG Financial
- 8-2021 - 12-2021
Senior Social Media Analyst at TRANZACT
- 3-2019 - 8-2021
Social Media Analyst at TRANZACT

Education

- 2013 - 2017
B.S.B.A. Business Administration from High Point University

More Information

Social Presence :



Prographics :

Exp : 8 Location : **Raleigh, North Carolina, United States** Job Level : **Middle**

Designation : **Digital Advertising Manager at Money Management International**

Insights For Selling To Hans

👉 During A Call Or A Meeting

DO's

- Address your competition clearly and confidently
- Build a trustworthy relationship while keeping the product center-stage
- Talk about yourself and some of your achievements at the start of the conversation

DONT's

- Don't hesitate from asking questions or pushing them, but take a friendly approach
- Don't hesitate from asking them how they truly feel about your product
- Do not look like someone who doesn't know what they are talking about

👉 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 Hans, [user_fname] here at [user_companynameword1] 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: Hans, 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: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Hans is

- *Relationship and product conviction matter equally, followed by a sense of achievement.*

Will you ever get a clear answer from Hans

- *If they are not convinced, they will say no albeit in a friendly manner.*

Insights For Deal Planning

How Fast (Or Slow) Will Hans Move?

- *They can make decisions quickly if they develop trust in you and conviction in the product.*

Can Hans Take Some Risk Or Not?

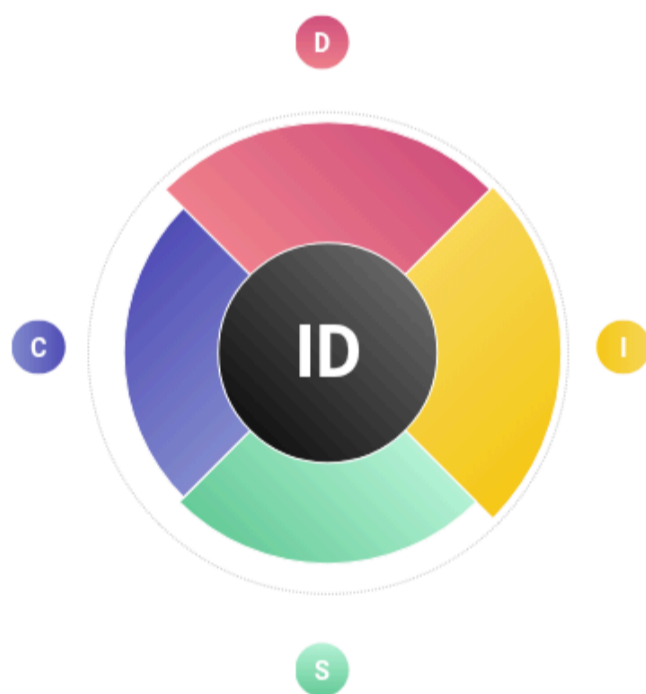
- *They can take risks if necessary.*

You And Hans

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Hans'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.

DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.