



# HEATHER ROE

**Enthusiast**  
DISC Type : i

**Integration Manager/Public Affairs Specialist at NASA Glenn Research Center**  
Cleveland, Ohio, United States

## Overview

Heather has no verified overview

### Personality Overview

**Amiable & Agreeable**

**Non-Confrontational**

**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

Heather has no verified topics they care about

## Media Appearances

Heather has no verified media appearances

## Work History

- 7-2023  
Integration Manager/Public Affairs Specialist at NASA Glenn Research Center
- 9-2020 - 6-2023  
Deputy Public Affairs Officer at VA Northeast Ohio Healthcare System
- 5-2018 - 9-2020  
Public Affairs Specialist at Louis Stokes Cleveland Vamc
- 10-2017 - 11-2017  
Digital Media Contractor at Cleveland Clinic
- 6-2008 - 3-2013  
Mass Communication Specialist at United States Navy

## Education

- 2015 - 2017  
Bachelor of Arts - BA from Cleveland State University
- 2013 - 2015  
Communication and Media Studies from Lake Erie College

## More Information

Social Presence :



Prographics :

Exp : **12** Location : **Cleveland, Ohio, United States** Job Level : **Junior**

Designation : **Integration Manager/Public Affairs Specialist at NASA Glenn Research Center**

## Insights For Selling To Heather

### 👉 During A Call Or A Meeting

#### DO's

- Invite them for a lunch or a drink/coffee
- Maintain high, positive energy and convey confidence
- 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 ask too many questions in one go, weave them into the flow
- Avoid overloading them with too much information

## 👉 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 Heather, [user\_fname] here at [user\_companynamewithfirsttwowords] 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:** Heather, 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 Heather is

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

Will you ever get a clear answer from Heather

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

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## Insights For Deal Planning

How Fast (Or Slow) Will Heather Move?

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

Can Heather Take Some Risk Or Not?

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

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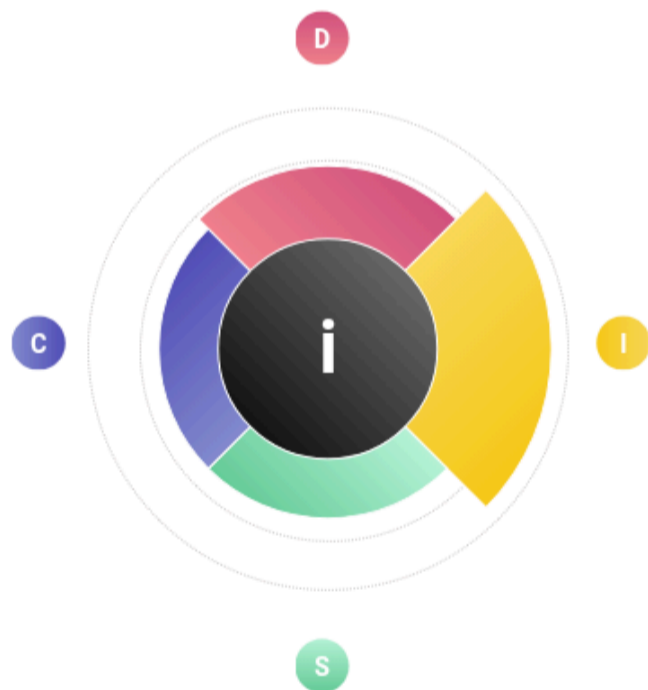
## You And Heather

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Heather'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.