



IVAN ONG

Critic
DISC Type : C

Data Analyst at 2X

WP. Kuala Lumpur, Federal Territory of Kuala Lumpur, Malaysia

Overview

Ivan is a Data Analyst at 2X, specializing in Account-Based Marketing (ABM) research and data analysis. He has progressed entirely within 2X, from marketing operations to his current analyst role. Colleagues describe him as an "exceptional mentor" with "outstanding" analytical skills.

Before his career in data, Ivan gained experience in different sectors, including roles as a Pharmacy Assistant and a Front of House Manager. This diverse background highlights his adaptability and experience in customer-facing environments.

He developed a new ABM template specifically for proposal purposes, a key contribution to his team.

👉 Personality Overview

Information Seeker

ROI Driven

Critic

They choose to analyze logically and value facts to emotions. Unless the value is proven by data, they are unlikely to value fancy features. It is very likely that they will negotiate pricing or other important terms.

👉 Topics They Care About

ABM Strategy

His skills and recommendations highlight significant contributions to Account-Based Marketing, including developing a new proposal template.

Next-Gen Marketing

Recently obtained a certification in "Fundamentals of Next-Gen Marketing" from 6sense, showing an interest in modern marketing techniques.

Marketing Funnels

Completed a course on the marketing funnel and has a declared interest in funnel optimization.

Team Mentorship

A colleague praised him as an "exceptional senior buddy and mentor," indicating he values guiding and supporting his teammates.

Data-Driven Growth

[Predicted] His career focus on data analysis within a marketing context suggests a strong interest in using data to fuel business growth.



Media Appearances

Ivan has no verified media appearances

Work History

- 2-2023
Data Analyst at 2X
- 1-2022 - 2-2023
Data Associate at 2X
- 7-2021 - 1-2022
Marketing Operations Associate at 2X
- 10-2019 - 5-2021
Pharmacy Assistant at Chemist Warehouse
- 2-2018 - 9-2019
Front Of House Manager at HWKR

Education

- 2017 - 2018
Bachelor of Business (Information System) from RMIT University

More Information

Social Presence :



Prographics :

Exp : 7 Location : **WP. Kuala Lumpur, Federal Territory of Kuala Lumpur, Malaysia** Job Level : **Middle**

Designation : **Data Analyst at 2X**

Insights For Selling To Ivan

👉 During A Call Or A Meeting

DO's

- If you can, show them industry reports or analyst comments instead of sharing anecdotal stories
- Be formal and objective, they will appreciate it more
- Keep some extra margin while sharing pricing, they are likely to negotiate later

DONT's

- Don't try to give too many examples of other users, they like to make their own decisions
- Don't try too hard to build a relationship with them
- Avoid phrases like 'trust me', 'others just love' etc.

👉 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 Ivan, this is [user_fname] at [user_companynamewordstwowords].

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: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

Example: Something simple like 'Thanks', or nothing at all.

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Ivan is

- *Proven ROI, pricing and objective proof points are the factors that sway their decision.*

Will you ever get a clear answer from Ivan

- *They are comfortable saying no if they are convinced that it is the correct decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Ivan Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Ivan Take Some Risk Or Not?

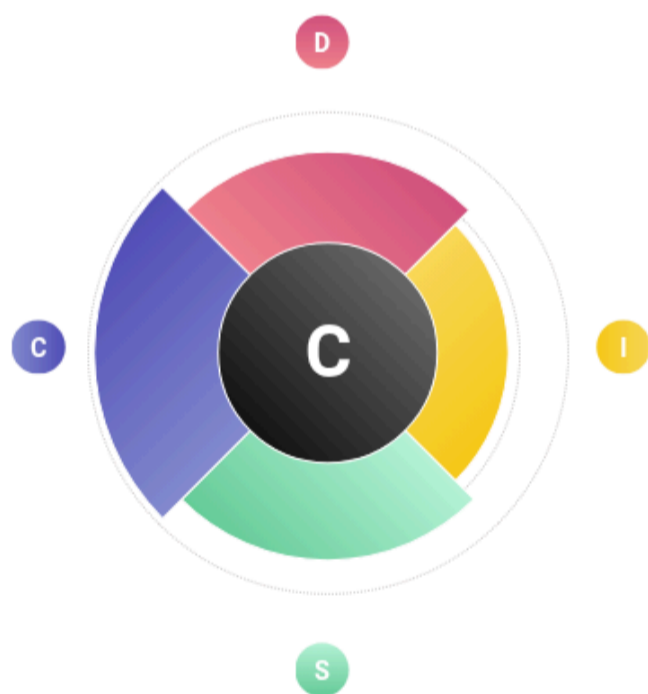
- *They can take risks if their analysis shows that it would be worth it.*

You And Ivan

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Ivan'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.