



## J.P. CARTER

**Harmonizer**  
DISC Type : IS

**Vice President Marketing at System Pavers**  
Durham, North Carolina, United States

### Overview

J.P. has no verified overview

#### Personality Overview

**Socially Adept**

**People-Oriented**

**Diplomatic**

Unlike D or C types, they are calm as well as friendly and can give the impression of being more receptive than they actually are. Scenarios where both sides can come out as winners appeal to them greatly. They are more likely to opt for solutions that are proven in the market.

#### Topics They Care About

J.P. has no verified topics they care about

### Media Appearances

J.P. has no verified media appearances

### Work History

- 1-2024  
Vice President Marketing at System Pavers
- 12-2021 - 1-2024  
Sr. Director of Digital Marketing at System Pavers
- 1-2021 - 12-2021  
Vice President of Growth Marketing at Carpe
- 12-2019 - 1-2021  
Director of Acquisition Marketing at Carpe
- 1-2019 - 11-2019  
Senior Director of Digital Marketing & E-Commerce at Implus

### Education

- B.S.B.A. from Touro University International
- MBA from Trident University

## More Information

Social Presence :



Prographics :

Exp : **21** Location : **Durham, North Carolina, United States** Job Level : **Senior**

Designation : **Vice President Marketing at System Pavers**

## Insights For Selling To J.P.

### 👉 During A Call Or A Meeting

#### DO's

- Take time to make them feel comfortable before getting to the main pitch
- Use phrases like 'trust me when', 'your team will love' etc.
- Be visibly appreciative of their actions during your interactions

#### DONT's

- Avoid unnecessary confrontation if it arises incidentally
- Don't get into excessive details unless prompted
- Don't give the impression of being unproven or risky

## 👉 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 J.P., [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:** J.P., 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, clear

*Example: John, let's close this tomorrow?', 'You will get this!' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi', 'Hello' etc. (along with the first name)*

**Greeting:** Yes (Say something usual)

*Example: Say something usual and friendly, like 'It's a real pleasure'*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Close on a positive note

*Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'*

**Complimentary Close:** Unique, pleasant

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

**Tone of Words:** Friendly, exciting

**Overall Messaging:** Focused on social proof

**Length of Mail:** Medium

*Example: Ideally upto 130-150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with J.P. is

- *Relationships can play a major role, followed by low risk and strong market validation.*

Will you ever get a clear answer from J.P.

- *They are not very direct, and unlikely to say no to your face.*

---

## Insights For Deal Planning

How Fast (Or Slow) Will J.P. Move?

- *They can take their time to make decisions, even if they are constantly involved and friendly.*

Can J.P. Take Some Risk Or Not?

- *It is unlikely that they will take many risks.*

---

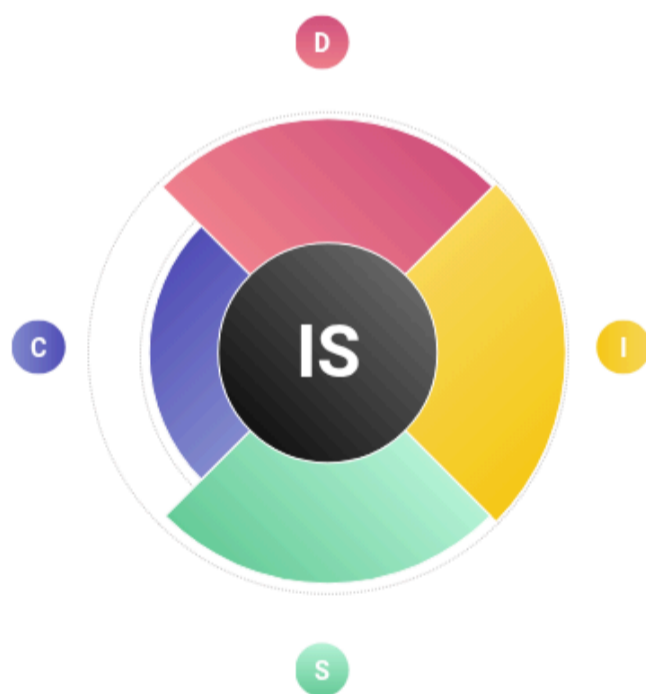
## You And J.P.

### Personality Compatibility

Not enough data to show compatibility comparison

---

## DISC Profile : J.P.'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.

### STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.