



JACOB EDSON

Collaborator

DISC Type : is

Marketing Manager at The Kinetic Group

Anoka, Minnesota, United States

Overview

Jacob has no verified overview

Personality Overview

Appreciative

Good Listener

Fair-minded

They are more likely to opt for solutions that are proven in the market. 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.

Topics They Care About

Jacob has no verified topics they care about

Media Appearances

Jacob has no verified media appearances

Work History

- 4-2022
Marketing Manager at The Kinetic Group
- 8-2019 - 4-2022
Assistant Brand Marketing Manager at Vista Outdoor Inc.
- 2-2015 - 8-2019
Communications Manager at Vista Outdoor Inc.
- 1-2013 - 2-2015
Marketing Communications at ATK
- 6-2002 - 6-2003
Editor at Outdoor Outlines

Education

- 1998 - 2002
BA from University of Minnesota Duluth

More Information

Social Presence :



Prographics :

Exp : **14** Location : **Anoka, Minnesota, United States** Job Level : **Middle**

Designation : **Marketing Manager at The Kinetic Group**

Insights For Selling To Jacob

👉 During A Call Or A Meeting

DO's

- If possible, involve their colleagues in the sales process
- Use phrases like 'trust me when', 'your team will love' etc.
- Take time to make them feel comfortable before getting to the main pitch

DONT's

- Avoid unnecessary confrontation if it arises incidentally
- Don't sound very transactional
- Don't ask too many questions that sound too dry and objective

👉 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 Jacob, [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: Jacob, 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 Jacob is

- *Relationship and rapport play a major role, followed by low risk and the presence of proof points.*

Will you ever get a clear answer from Jacob

- *They are diplomatic when the need arises; they hardly ever say a direct no.*

Insights For Deal Planning

How Fast (Or Slow) Will Jacob Move?

- *They can take their time to reach decisions, even while they stay engaged and friendly.*

Can Jacob Take Some Risk Or Not?

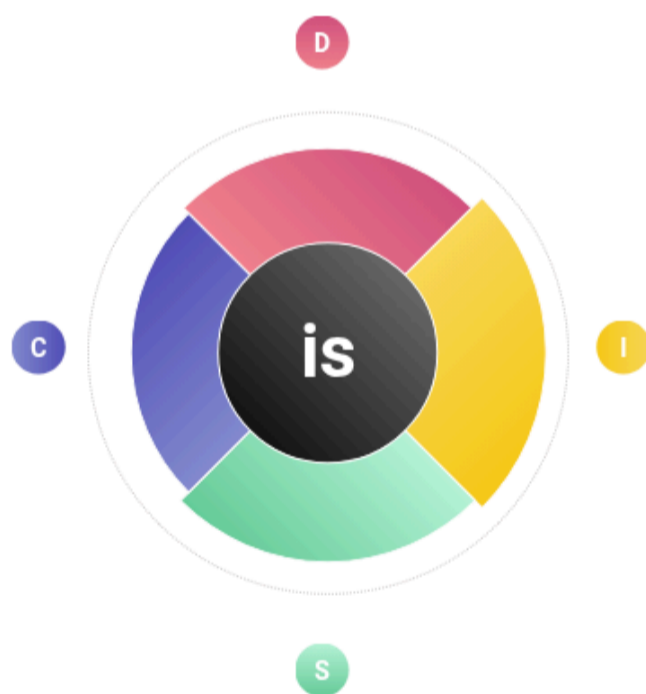
- *They are unlikely to take many risks.*

You And Jacob

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Jacob'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.