



## JACOB WINFIELD

**Trailblazer**  
DISC Type : ID

**Director of Performance Marketing at LifeSeasons**  
Salt Lake City Metropolitan Area, United States

### Overview

Jacob has no verified overview

#### 👉 Personality Overview

Assertive Informal Friendly But Fast

They are not against taking risks and can make tough decisions when required. They are more likely to accept new and exciting technologies. A combination of speed and relationship gets the best response from them.

#### 👉 Topics They Care About

Jacob has no verified topics they care about

### Media Appearances

Jacob has no verified media appearances

### Work History

- 1-2022  
Director of Performance Marketing at LifeSeasons
- 1-2021 - 1-2022  
Director Of Ecommerce at LifeSeasons
- 5-2020 - 1-2021  
Digital Acquisition Manager at LifeSeasons
- 11-2019 - 5-2020  
Digital Marketing Manager at Transform HQ
- 1-2019 - 10-2019  
PPC Manager at Transform HQ

### Education

- Bachelor of Business Administration (BBA) from Brigham Young University

## More Information

Social Presence :



Prographics :

Exp : **10** Location : **Salt Lake City Metropolitan Area, United States** Job Level : **Mid-senior**

Designation : **Director of Performance Marketing at LifeSeasons**

## Insights For Selling To Jacob

### 👉 During A Call Or A Meeting

#### DO's

- Ask them for a lunch or coffee once some rapport has been established
- Give them control of the sales process
- Keep your pitch focused on the impact but nurture the relationship too

#### DONT's

- Don't hesitate from asking them how they truly feel about your product
- Don't hesitate from asking questions or pushing them, but take a friendly approach
- Don't make any commitments that you might not be able to fulfill

## 👉 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\_companynamewordstwowords] 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:** 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 Jacob is

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

Will you ever get a clear answer from Jacob

- *If they are not convinced, they will say no though in a friendly way.*

---

## Insights For Deal Planning

How Fast (Or Slow) Will Jacob Move?

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

Can Jacob Take Some Risk Or Not?

- *If necessary, they will be ready to take risks.*

---

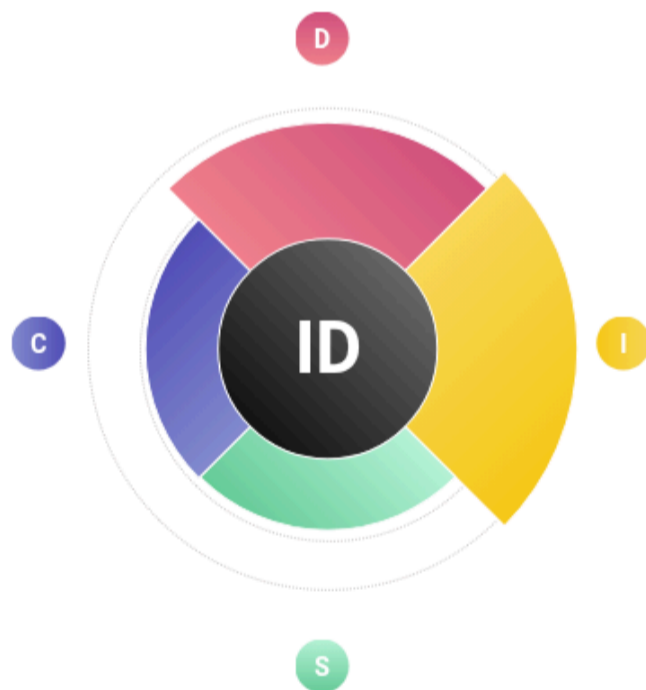
## You And Jacob

### 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.

### 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.