



# JAMES REN

**Pioneer**  
DISC Type : DSI

**Director of Merchandising, Branded Food at Thrive Market**  
Los Angeles, California, United States

## Overview

James has no verified overview

### 👉 Personality Overview

**Dynamic But Sincere**      **Driven But Considerate**      **Decisive But Friendly**

They combine a unique set of diverse traits where they are fast and friendly but can slow down to be thorough when needed. If they are convinced, they can become very strong champions for your product. They have the unique ability to win both love and respect from their team (or outsiders).

### 👉 Topics They Care About

James has no verified topics they care about

## Media Appearances

James has no verified media appearances

## Work History

- 4-2022  
Director of Merchandising, Branded Food at Thrive Market
- 2-2020 - 4-2022  
Senior Team Lead, Category Management & Site Merchandising, Branded Food at Thrive Market
- 10-2019 - 1-2020  
Consultant, Sales Strategy & Business Development at Brand Buzz Consumer Products (BBCP)
- 7-2018 - 10-2019  
Associate Director, Private Label Product Development Food at Walmart
- 7-2017 - 6-2018  
Senior Manager, Category Management at Walmart

## Education

- MBA from Rutgers Business School

## More Information

Social Presence :



Prographics :

Exp : **13** Location : **Los Angeles, California, United States** Job Level : **Mid-senior**

Designation : **Director of Merchandising, Branded Food at Thrive Market**

## Interested In

**Health & Outdoor**

Study Abroad, Study Abroad

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## Insights For Selling To James

### 👉 During A Call Or A Meeting

#### DO's

- Build a trustworthy relationship while keeping the product center-stage
- Ask them for a lunch or coffee once some rapport has been established
- Mostly stick to your standard pitch and qualifying script, but add some stories or anecdotes to it

#### DONT's

- Don't hesitate from asking questions or pushing them, but take a formal approach
- Avoid focusing only on the product or its ROI, keep building trust subtly
- Don't lean very heavily into providing too much information, sharing whitepapers etc.

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Confident style, with a mix of informality and formality gets their attention.

**Pace:** Speak slightly fast. Sound like a 'gets shit done' person.

**Tone:** Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

**Tactics To Win:** Strong words, focus on results, respectful confidence

**Mistakes To Avoid:** Apologizing, nervousness, information overload, social proof

**Making The Ask:** Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

**Subconscious Driver:** Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

### Script

**Greeting:** James, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

**Introduction:** We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

**Ask:** Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

**Close:** [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect\_email] works well?

## 👉 When Writing An Email

**Subject:** To the point, formal

*Example: Personalized sales funnel', 'Sales conversion' etc.*

**Salutation:** No

*Example: Skip 'Hi', 'Hey' etc., use only the first name*

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Formally state your ask

*Example: Something like 'If you are available tomorrow, shall we discuss this?'*

**Complimentary Close:** None or standard

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

**Tone of Words:** Confident with a formal touch

**Overall Messaging:** Focused on output

**Length of Mail:** Short

*Example: Maximum upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with James is

- *Nothing less than a strong combination of proof of results, relationship and high levels of professionalism is effective with them.*

Will you ever get a clear answer from James

- *They can say no while staying friendly, but can also be persuaded to reconsider*

## Insights For Deal Planning

How Fast (Or Slow) Will James Move?

- *They are generally fast movers and can take quick decisions*

Can James Take Some Risk Or Not?

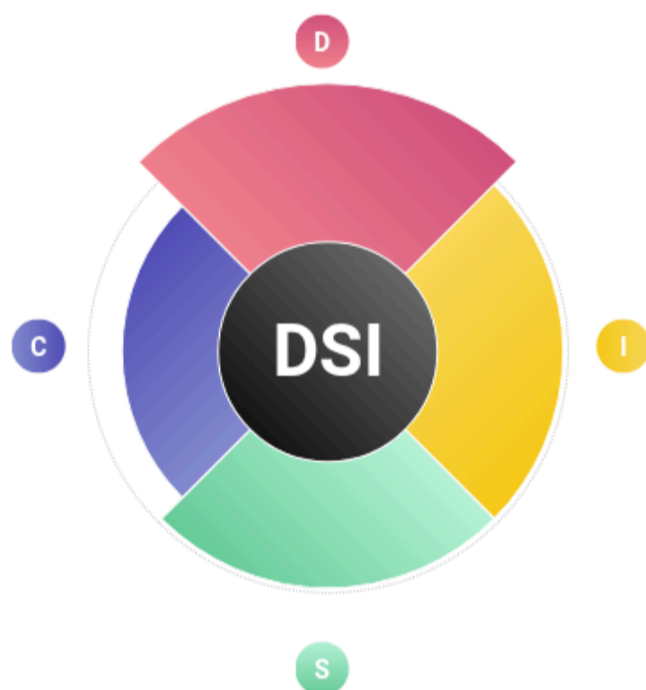
- *They have high risk-appetite but can get ahead of themselves once in a while. Observe carefully*

## You And James

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : James's Key Traits



### 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.

### 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.

### 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.