



JASON RUNNELS

Collaborator

DISC Type : is

District Sales Manager at NICE CXone

Farmington, Arkansas, United States

Overview

Jason has no verified overview

Personality Overview

Appreciative

Fair-minded

Consensus Builder

They are more likely to opt for solutions that are proven in the market. Scenarios where both sides can come out as winners appeal to them greatly. 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.

Topics They Care About

Jason has no verified topics they care about

Media Appearances

Jason has no verified media appearances

Work History

- 12-2017
District Sales Manager at NICE CXone
- 1-2017 - 11-2017
Channel Sales Manager at Voyant
- 1-2007 - 1-2017
Sr. Technical Sales Specialist, Enhanced Product Sales at XO Communications
- 8-2003 - 12-2007
Technical Sales Specialist, XO One at XO Communications
- 11-2001 - 8-2003
Enterprise Sales Executive at Lantana Communications

Education

- 1991 - 1993
BS from Stephen F. Austin State University
- 1988 - 1989
Science from Louisiana Tech University

More Information

Social Presence :



Prographics :

Exp : 30 Location : Farmington, Arkansas, United States Job Level : Middle

Designation : District Sales Manager at NICE CXone

Insights For Selling To Jason

👉 During A Call Or A Meeting

DO's

- Take time to make them feel comfortable before getting to the main pitch
- Summarize the key points at the end of the conversation
- Be visibly appreciative of their actions during your interactions

DONT's

- Avoid unnecessary confrontation if it arises incidentally
- Don't push them to make decisions very fast, let them take their time
- Don't sound very transactional

👉 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 Jason, [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: Jason, 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 Jason is

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

Will you ever get a clear answer from Jason

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

Insights For Deal Planning

How Fast (Or Slow) Will Jason Move?

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

Can Jason Take Some Risk Or Not?

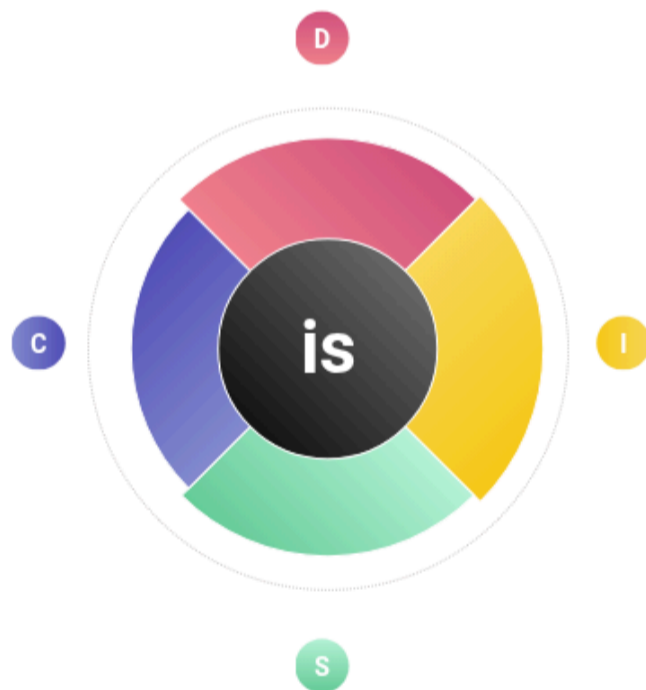
- *It is unlikely that they will take many risks.*

You And Jason

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Jason'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.