



# JEFFREY LARSON

**Examiner**  
DISC Type : sc

**VP of Sales and Marketing at New Leaf Tree Syrups**  
Las Vegas, Nevada, United States

## Overview

Jeffrey has no verified overview

### 👍 Personality Overview

**Process Oriented**   **Late Adopter**   **Tough To Convince**

Being observant comes to them naturally. They do not like taking risks at all and go for proven options in the end. They tend to be clear about their needs and limitations and are unlikely to promise too much.

### 👍 Topics They Care About

Jeffrey has no verified topics they care about

## Media Appearances

Jeffrey has no verified media appearances

## Work History

- 10-2019  
VP of Sales and Marketing at New Leaf Tree Syrups
- 4-2011 - 10-2019  
Sales And Marketing Specialist at Mikuni Wild Harvest
- 1-2005 - 7-2009  
Account Manager at King Equipment

## Education

- 1984 - 1989  
AA from San Diego State University

## More Information

Social Presence :



## Prographics :

Exp : 19 Location : Las Vegas, Nevada, United States Job Level : Senior

Designation : VP of Sales and Marketing at New Leaf Tree Syrups

## Insights For Selling To Jeffrey

### 👉 During A Call Or A Meeting

#### DO's

- Spend time addressing concerns around risk and change, they will have them even if they don't express them
- Be firm in your communication and stay in control
- First of all, focus on building their confidence by sharing examples, case studies etc.

#### DONT's

- Avoid getting into storytelling mode, especially when they ask specific questions
- Don't be very accepting if that is your natural style, stay firm
- Don't rely on relationship building even if they act pleasantly

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

**Pace:** Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

**Tone:** Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

**Tactics To Win:** Use of social proof, FOMO, repeating their name

**Mistakes To Avoid:** Strong words, over-confidence, informal language

**Making The Ask:** Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

**Subconscious Driver:** They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

### Script

**Greeting:** Good morning/evening Jeffrey, how are you? This is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

**Introduction:** My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

**Ask:** Jeffrey, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

**Close:** If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect\_email]?

## 👉 When Writing An Email

**Subject:** Precise

*Example: Measurable results', '6.2% more sales' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi' (along with the first name)*

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

*Example: Use standard lines, like 'I hope that you are doing well' etc.*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'*

**Complimentary Close:** Formal

*Example: Something simple like 'Thanks', 'Regards' etc.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on removing doubts

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Jeffrey is

- For them, low risk and acceptance by others are very important, followed by proof of ROI.

Will you ever get a clear answer from Jeffrey

- Often, they don't say no, or keep going about it in circles.

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## Insights For Deal Planning

How Fast (Or Slow) Will Jeffrey Move?

- They do not like to take decisions in a hurry, so they could be slow in making their mind up.

Can Jeffrey Take Some Risk Or Not?

- They are low on risk-appetite and prefer to make informed decisions.

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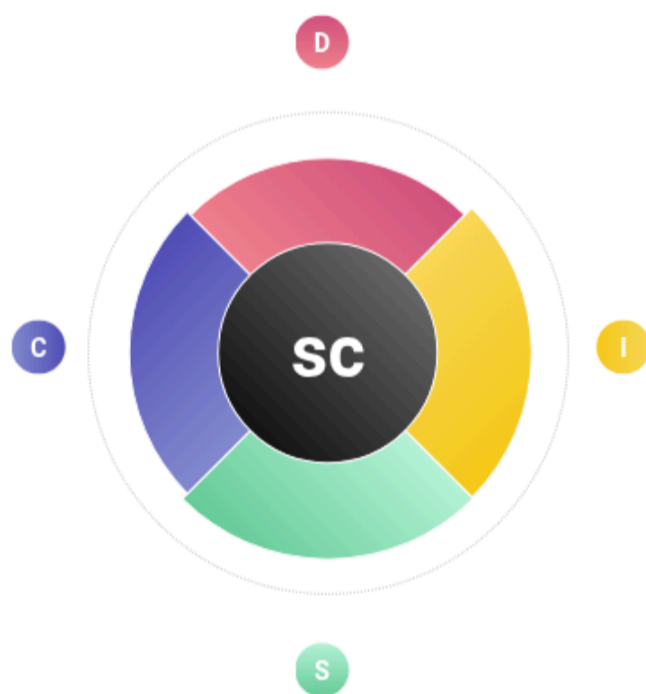
## You And Jeffrey

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Jeffrey's Key Traits



### 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.

### CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.