



## JENNA SULLIVAN

**Collaborator**

DISC Type : is

**Vice President of Sales at So Good So You**

Mequon, Wisconsin, United States

### Overview

Jenna has no verified overview

#### Personality Overview

**Example Driven**

**Good Listener**

**Appreciative**

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. They are more likely to go for proven solutions. Win-win scenarios can appeal strongly to them.

#### Topics They Care About

Jenna has no verified topics they care about

### Media Appearances

Jenna has no verified media appearances

### Work History

- 2-2022  
Vice President of Sales at So Good So You
- 7-2017 - 2-2022  
Director of Sales at So Good So You
- 9-2016 - 7-2017  
National Sales Manager - Food, Drug, Mass/Private Label at Illume
- 1-2013 - 9-2016  
Key Account Sales Manager - Private Label at Illume
- 5-2012 - 12-2012  
Product Manager at GARTNER STUDIOS, INC

### Education

- 2002 - 2006  
Bachelor of Science from Indiana University - Kelley School of Business
- Economic Integration of the European Union / European Art and History from UNIVERSITY OF MAASTRICHT

## More Information

Social Presence :



Prographics :

Exp : **22** Location : **Mequon, Wisconsin, United States** Job Level : **Senior**

Designation : **Vice President of Sales at So Good So You**

## Insights For Selling To Jenna

### 👉 During A Call Or A Meeting

#### DO's

- Be visibly appreciative of their actions during your interactions
- Show genuine interest in solving their problems
- Use testimonials, case studies to show them why it is a low-risk, high-value decision

#### DONT's

- Don't get into excessive details unless prompted
- Don't give the impression of being unproven or risky
- Avoid unnecessary confrontation if it arises incidentally

## 👉 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 Jenna, [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:** Jenna, 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 Jenna is

- *Relationships can sway their decisions, followed by the low risk and the presence of good evidence.*

Will you ever get a clear answer from Jenna

- *They are diplomatic when needed and rarely say no directly.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Jenna Move?

- *Even if they are engaged and friendly, they can take their time to make decisions.*

Can Jenna Take Some Risk Or Not?

- *They probably won't put a lot at risk.*

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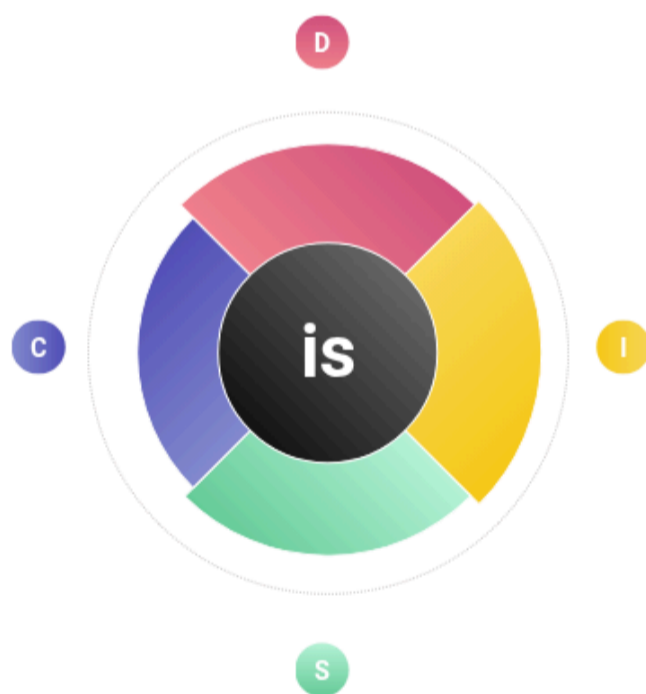
## You And Jenna

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Jenna'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.