



JENNIFER EKINS

Inspirer
DISC Type : id

Content Manager at Fox Pest Control
Hyrum, Utah, United States

Overview

Jennifer has no verified overview

👉 Personality Overview

Confident & Optimistic **Achievement Oriented** **Fast Adopter**

They don't mind taking a stand if they believe in something. They usually prefer to drive the conversation. They measure a product on its merit but can be influenced by strong testimonials.

👉 Topics They Care About

Jennifer has no verified topics they care about

Media Appearances

Jennifer has no verified media appearances

Work History

- 4-2023
Content Manager at Fox Pest Control
- 11-2022 - 4-2023
Digital Marketing Manager at Fox Pest Control
- 9-2022 - 11-2022
Marketing Director at The Good and the Beautiful
- 2-2022 - 11-2022
Director of SEO & Website Management at The Good and the Beautiful at The Good and the Beautiful
- 7-2019 - 4-2022
SEO/SEM Manager at The Good and the Beautiful

Education

Jennifer has no verified education history

More Information

Social Presence :



Prographics :

Exp : 23 Location : **Hyrum, Utah, United States** Job Level : **Middle** Designation : **Content Manager at Fox Pest Control**

Insights For Selling To Jennifer

👉 During A Call Or A Meeting

DO's

- Look like someone who is on top of their game
- Refer to testimonials from well known people to highlight the value of your product
- Keep your pitch focused on the impact but insert some anecdotes into it

DONT's

- Don't be unorganized, be prepared for the pitch
- Avoid focusing only on the product or its ROI, keep building trust subtly
- Don't be too verbose or overly friendly; a little bit, however, is fine

👉 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 Jennifer, [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: Jennifer, 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 Jennifer is

- *Confidence in the product's value is critical, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Jennifer

- *They will not hesitate to say no if they do not develop conviction.*

Insights For Deal Planning

How Fast (Or Slow) Will Jennifer Move?

- *They can take fast decisions if they develop conviction in the product and find you trustworthy.*

Can Jennifer Take Some Risk Or Not?

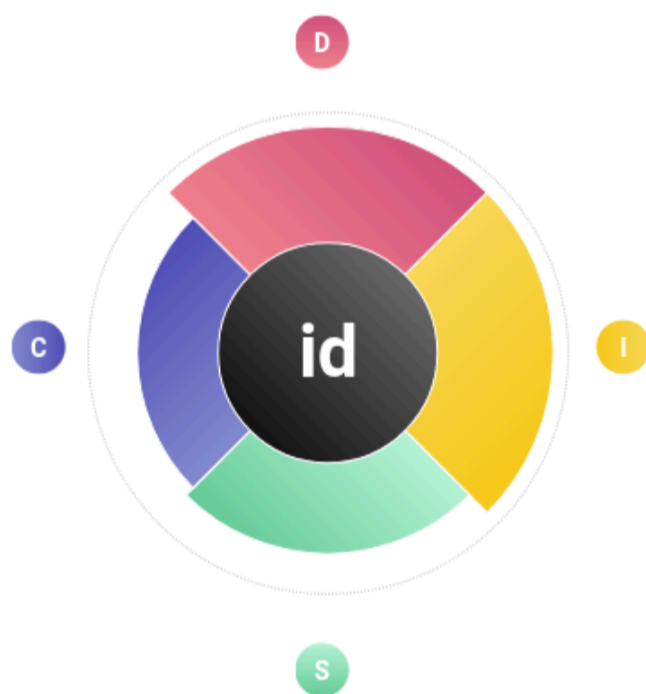
- *They have the capability of taking risky decisions if necessary.*

You And Jennifer

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Jennifer'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.