



JENNY BRIGHT

Editor
DISC Type : CS

Human Resources Generalist at PCC Community Markets
Kirkland, Washington, United States

Overview

Jenny has no verified overview

👉 Personality Overview

Late Adopter

Self-Disciplined

Fact-Driven

Being observant comes to them naturally. The only way to convince them is by showing them examples and ample proof. They do not like taking risks at all and go for proven options in the end.

👉 Topics They Care About

Jenny has no verified topics they care about

Media Appearances

Jenny has no verified media appearances

Work History

- 9-2024
Human Resources Generalist at PCC Community Markets
- 5-2023 - 4-2024
Human Resource Generalist at Seametrics
- 2-2018 - 4-2023
Paraeducator at Lake Washington School District
- 7-2002 - 4-2015
Regional Human Resources Manager at Safeway
- 2001 - 5-2002
Human Resource Business Partner at Nepco

Education

- High School Diploma from Eisenhower High School, Yakima, WA
- Business from Washington State University

More Information

Social Presence :



Prographics :

Exp : 24 Location : Kirkland, Washington, United States Job Level : N/A

Designation : Human Resources Generalist at PCC Community Markets

Insights For Selling To Jenny

👉 During A Call Or A Meeting

DO's

- Use phrases like 'results based on data', 'measurable proof', 'X% growth' etc.
- Use a presentation with information before getting into a live product walkthrough
- Share a one-off customer success story but keeps the focus on highlighting objective, numerical results

DONT's

- Don't ask them to move fast, let them take their time and digest all the information
- Avoid winging it with them particularly, answer a question only if you know the answer well
- Avoid emotional and informal language, stay objective and to the point instead

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Jenny, this is [user_fname] at [user_companynamefirsttwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 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 Jenny is

- *Proof of usage by others in the industry, case studies showing ROI are likely to work the best with them.*

Will you ever get a clear answer from Jenny

- *They don't say no often, they push out the decisions or keep going around in circles.*

Insights For Deal Planning

How Fast (Or Slow) Will Jenny Move?

- *They are some of the slowest movers and take their time reaching decisions.*

Can Jenny Take Some Risk Or Not?

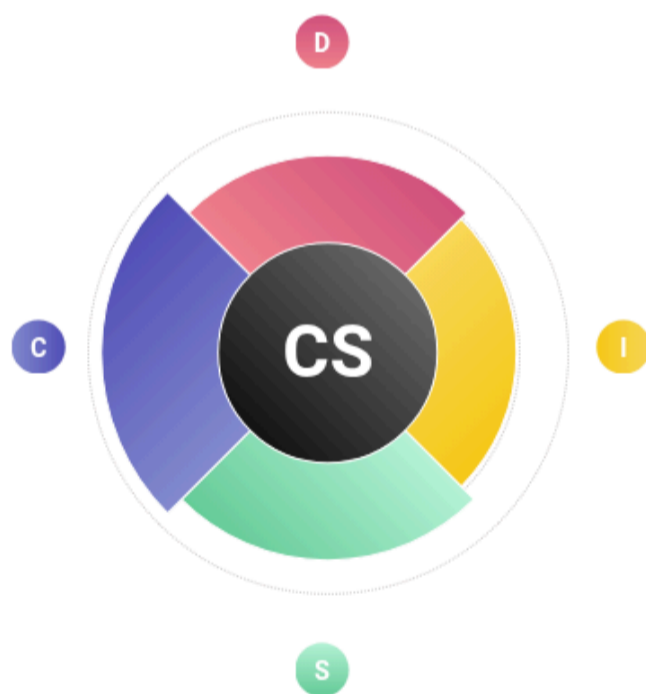
- *They have very low acceptance of risk even if they do not say it directly.*

You And Jenny

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Jenny's Key Traits



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.

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.