



## JOEL JANSEN

**Doer**  
DISC Type : sd

**Owner at Janco Industries, Inc.**  
Sully, Iowa, United States

### Overview

Joel Jansen is the Owner and General Manager of Janco Industries, a metal fabrication company he has been with since its inception in 1993. With over 30 years of experience, he led the team to achieve ISO certification in 2018, demonstrating a commitment to quality and excellence.

Outside of his professional role, Joels faith is a guiding principle in his life and work, as reflected in his leadership philosophy. He is an active member of a CEO peer group focused on integrating faith into business and is passionate about his team and their collective success.

He and his wife purchased the company from his father, continuing a family legacy in the industry.

### 👉 Personality Overview

**Deliberate Doer**      **Strategic Planner**      **Long-term Focused**

They might take some time to make their mind up but once they do, they don't change it easily. They are very professional in their approach and can weigh multiple perspectives together. They exhibit a rare combination of being result-oriented but patient at the same time.

### 👉 Topics They Care About

- Metal Fabrication**  
Possesses over 30 years of hands-on experience and leadership in the metal fabrication industry, steering his company since 1993.
- Faith-Led Leadership**  
Actively participates in a Christian CEO peer group and publicly shares his commitment to leading with faith-based principles.
- American Manufacturing**  
Proudly promotes his company's products as "Made in USA" and emphasizes the importance of his team's work in their small-town American location.

### Team Empowerment

Expresses deep appreciation for his employees, celebrating their devotion and contributions, indicating a strong focus on team culture.

### Family Business

He purchased the company from his parents in 1999, showing a deep commitment to continuing the family's legacy and business.

### Industrial Sector

Shows a professional interest in major industrial and automotive companies like Caterpillar and Ford, which are likely key customer segments. [Predicted]



## Media Appearances

Joel has no verified media appearances

## Work History

• 1993

Owner at Janco Industries, Inc.

## Education

Joel has no verified education history

## More Information

### Social Presence :



### Prographics :

Exp : 33 Location : Sully, Iowa, United States Job Level : N/A Designation : Owner at Janco Industries, Inc.

## Insights For Selling To Joel

### 👉 During A Call Or A Meeting

#### DO's

- You can spend time on BANT (or other qualification methodology) but keep it to the point
- Let them know of potential risks but suggest mitigation methods alongside
- Stick to your standard pitch and qualifying script, don't try to wing it

#### DONT's

- Don't take their patience for granted, avoid long-winding sermons
- Don't go over them unless you are left with no other option
- Don't get into pricing discussions early on, steer conversation towards proven results

## 👉 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 Joel, 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:** Joel, 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:** To the point, formal

*Example: Personalized sales funnel', 'Sales conversion' etc.*

**Salutation:** No

*Example: Skip 'Hi', 'Hey' etc., use only the first name*

**Greeting:** No

*Example: Skip lines like 'I hope you are doing well'*

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Formally state your ask

*Example: Something like 'If you are available tomorrow, shall we discuss this?'*

**Complimentary Close:** None or standard

*Example: Something simple like 'Thanks', 'Regards', or nothing at all.*

**Tone of Words:** Confident with a formal touch

**Overall Messaging:** Focused on output

**Length of Mail:** Short

*Example: Maximum upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Joel is

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Joel

- *They will say no if they are not convinced but you will have to prompt them.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Joel Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Joel Take Some Risk Or Not?

- *They have good risk tolerance but are likely to think it through once or twice.*

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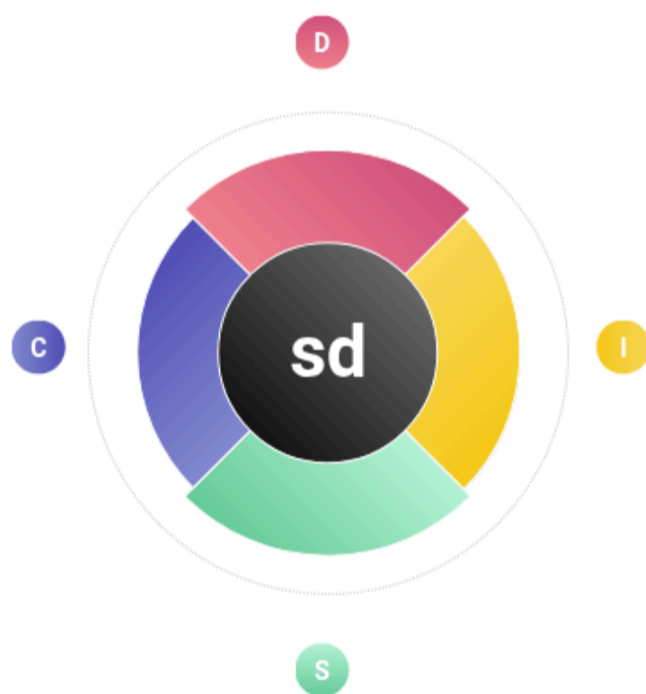
## You And Joel

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Joel'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.

### 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.