



# JOHN LUND

**Enthusiast**  
DISC Type : i

**Senior Enrollment Counselor at National American University**  
Greater Minneapolis-St. Paul Area, United States

## Overview

John has no verified overview

### 👉 Personality Overview

Non-Confrontational      Story Driven      Optimistic

Unlike D or C types, they are convinced more by stories and testimonials. They prefer to build relationships rather than staying totally transactional. They are generally friendly, so be careful when relying on their word.

### 👉 Topics They Care About

John has no verified topics they care about

## Media Appearances

John has no verified media appearances

## Work History

- 2-2018  
Senior Enrollment Counselor at National American University
- 3-2022 - 3-2024  
Director Of Strategic Partnerships at National American University
- 2-2023 - 3-2024  
Consultant at Contract Consultant, Educational Leadership
- 2-2022 - 3-2024  
Consultant at Contract Consultant, Educational Leadership
- 2-2015 - 2-2017  
Academic Advisor at National American University

## Education

- 1995 - 1999  
Master of Arts (MA) from Marian College
- 2000 - 2000  
Certificate from Rollins College

## More Information

Social Presence :



Prographics :

Exp : 19 Location : **Greater Minneapolis-St. Paul Area, United States** Job Level : **N/A**

Designation : **Senior Enrollment Counselor at National American University**

## Insights For Selling To John

### 👉 During A Call Or A Meeting

#### DO's

- Speak from experience about success that the product has seen with other customers
- Maintain high, positive energy and convey confidence
- Invite them for a lunch or a drink/coffee

#### DONT's

- Don't be too formal with them, they trust informality more
- Don't ask too many questions in one go, weave them into the flow
- Avoid overloading them with too much information

## 👉 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 John, [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:** John, 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, catchy

*Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.*

**Salutation:** Yes (Something casual)

*Example: Use 'Hi', 'Hey' etc. (along with the first name)*

**Greeting:** Yes (Say something interesting/unusual)

*Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Build excitement

*Example: Something like 'So John, lets get the ball rolling?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Excited!', 'To a great partnership!' etc.*

**Tone of Words:** Friendly, first-person

**Overall Messaging:** Focused on the person and relationship

**Length of Mail:** Long

*Example: Maximum upto 150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with John is

- *Relationship and rapport are valuable for them, but so is proven product value.*

Will you ever get a clear answer from John

- *They will hardly ever say a direct no.*

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## Insights For Deal Planning

How Fast (Or Slow) Will John Move?

- *Even when they are constantly engaged, they do not reach decisions quickly.*

Can John Take Some Risk Or Not?

- *They can take some low-probability risks if needed.*

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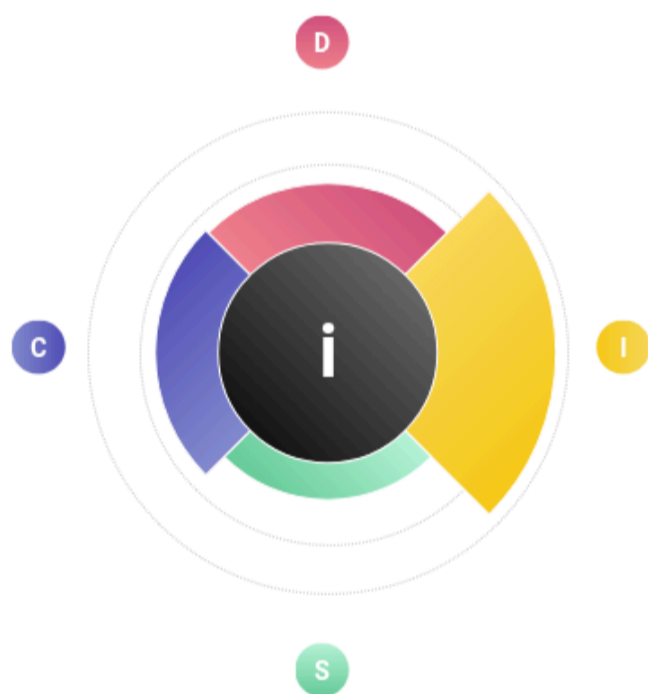
## You And John

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : John'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.