



JONATHAN SANCHEZ

Enthusiast
DISC Type : i

Sales Development Manager at Unleash
Haines City, Florida, United States

Overview

Jonathan has no verified overview

👉 Personality Overview

Amiable & Agreeable **Story Driven** **Optimistic**

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

👉 Topics They Care About

Jonathan has no verified topics they care about

Media Appearances

Jonathan has no verified media appearances

Work History

- 10-2023
Sales Development Manager at Unleash
- 9-2023
Media and Partnership Development at Crosshand Productions
- 6-2022 - 8-2023
Sr. BDR Manager at Tidelift
- 5-2021 - 6-2022
Lead Demand Generation, US Sales at Spryker
- 10-2020 - 5-2021
BDR Manager, Mid-Market at BirdEye

Education

- 2008 - 2012
Bachelor of Arts (B.A.) from The University of North Carolina at Chapel Hill

More Information

Social Presence :



Prographics :

Exp : 5 Location : **Haines City, Florida, United States** Job Level : **Middle**

Designation : **Sales Development Manager at Unleash**

Insights For Selling To Jonathan

👉 During A Call Or A Meeting

DO's

- Ask them how their day is going or exchange some other pleasantries
- Refer to interesting customer testimonials and stress on great customer experience
- Speak from experience about success that the product has seen with other customers

DONT's

- Don't push them for a direct 'no', take lack of 'yes' as 'no' after some time
- Don't ask too many questions in one go, weave them into the flow
- Don't be too formal with them, they trust informality more

👉 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 Jonathan, [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: Jonathan, 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 Jonathan is

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

Will you ever get a clear answer from Jonathan

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

Insights For Deal Planning

How Fast (Or Slow) Will Jonathan Move?

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

Can Jonathan Take Some Risk Or Not?

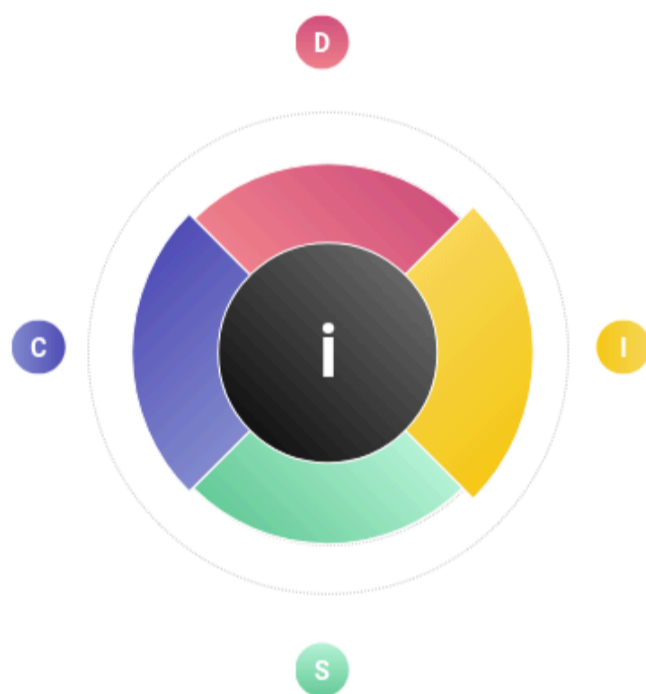
- *They can take some low-probability risks if needed.*

You And Jonathan

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Jonathan'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.