



JOY SOMOGYI

Inquirer
DISC Type : cd

SVP of Marketing at Atropos Health
Cambridge, Massachusetts, United States

Overview

Joy has no verified overview

👉 Personality Overview

Judgemental Hard To Convince ROI Conscious

They can be nudged to make faster decisions by offering what they value. They don't always try to control the conversation but neither do they like yielding it fully. They respond well to confident salespeople.

👉 Topics They Care About

Joy has no verified topics they care about

Media Appearances

Joy has no verified media appearances

Work History

- 10-2023
SVP of Marketing at Atropos Health
- 6-2023
Marketing Executive at Starting something new.
- 4-2022 - 12-2022
Head Of Marketing at ixlayer
- 6-2020 - 4-2022
Head Of Product Marketing - Intelligence Solutions at Omnicell
- 6-2019 - 6-2020
Vice President Marketing at Vatica Health

Education

- BA from Brown University
- MS from Boston University

More Information

Social Presence :



Prographics :

Exp : 20 Location : Cambridge, Massachusetts, United States Job Level : Leadership

Designation : SVP of Marketing at Atropos Health

Insights For Selling To Joy

👉 During A Call Or A Meeting

DO's

- Highlight the competitive differentiation of your product
- Get to the point quickly instead of spending too much time on pleasantries
- Make sure that you you respond to any queries from them quickly

DONT's

- Don't try too hard to get friendly, let it happen with time
- Don't expect them to change their mind quickly if they say no once
- Don't try to be an alpha salesperson, give them equal space

👉 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 Joy, this is [user_fname] at [user_companynamewordstwowords].

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: To the point, measured

Example: Will this work?', '6.2% revenue impact' etc.

Salutation: No

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

Greeting: No

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

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

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

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

Example: Less than 100 words

👉 While Negotiating & Closing

The secret to closing fast with Joy is

- *Conviction in the product matters to them, followed by proof points and strong testimonials.*

Will you ever get a clear answer from Joy

- *They may not be very forthcoming, but they will say no if needed.*

Insights For Deal Planning

How Fast (Or Slow) Will Joy Move?

- *Their decision making speed is somewhere in the middle.*

Can Joy Take Some Risk Or Not?

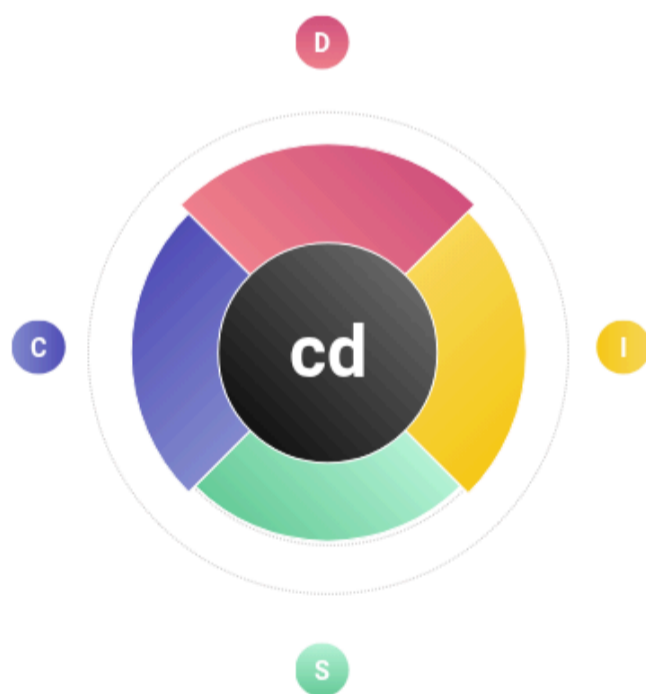
- *They can take risks but after weighing up the pros and cons.*

You And Joy

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Joy'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.

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.