



JUDITH CEBULA

Enthusiast
DISC Type : i

Communications Director at Lilly Endowment Inc.
Indianapolis, Indiana, United States

Overview

Judith has no verified overview

Personality Overview

Story Driven **Consensus Focused** **Non-Confrontational**

They are more about building relationships than just cutting deals. Unlike D or C types, they are convinced more by stories and testimonials. They are generally friendly, so be careful when relying on their word.

Topics They Care About

Judith has no verified topics they care about

Media Appearances

Judith has no verified media appearances

Work History

- 8-2014
Communications Director at Lilly Endowment Inc.
- 6-2003 - 8-2014
Director, Center for Faith and Vocation at Butler University
- participant at SKL Leadership Series
- reporter at The Indianapolis Star
- reporter at Indianapolis Star-News

Education

- 2009 - 2012
Master of Arts (M.A.) from Butler University
- 1985 - 1989
Bachelor of Arts (B.A.) from Indiana University
Bloomington

More Information

Social Presence :



Prographics :

Exp : 22 Location : Indianapolis, Indiana, United States Job Level : Mid-senior

Designation : Communications Director at Lilly Endowment Inc.

Insights For Selling To Judith

👉 During A Call Or A Meeting

DO's

- Give them the opportunity to lead the conversation where possible
- 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 be excessively objective, be like a storyteller with them
- 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 Judith, [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: Judith, 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 Judith is

- *Relationships and rapport matter to them, but so does the value of the product.*

Will you ever get a clear answer from Judith

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

Insights For Deal Planning

How Fast (Or Slow) Will Judith Move?

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

Can Judith Take Some Risk Or Not?

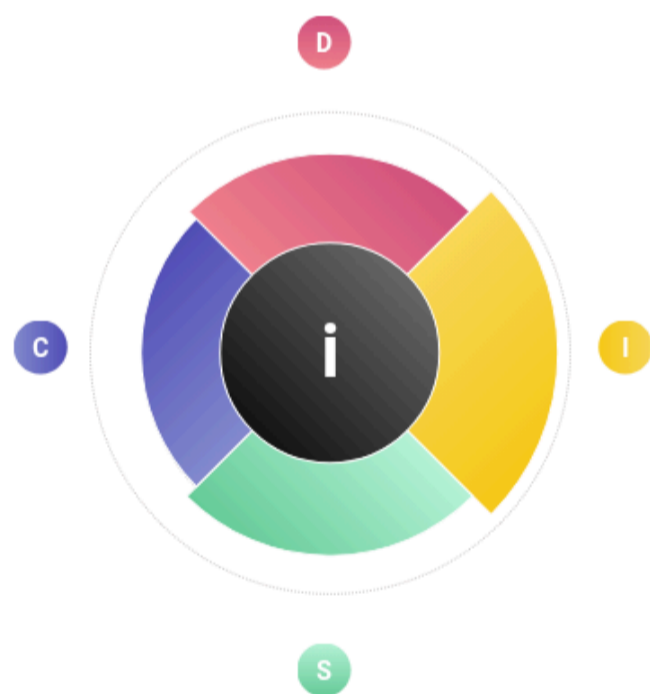
- *If it seems really necessary, they can take small risks.*

You And Judith

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Judith'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.