



# JUDITH KEYES

**Questioner**  
DISC Type : c

**FVP - CRA & Corporate Responsibility Officer at IDB Bank**  
Mahwah, New Jersey, United States

## Overview

Judith has no verified overview

### 👤 Personality Overview

Systematic      Cautious & Analytical      Value Seeker

They prefer to fully evaluate every situation. While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. It is quite likely of them to ask for pricing or other concessions.

### 👤 Topics They Care About

Judith has no verified topics they care about

## Media Appearances

Judith has no verified media appearances

## Work History

- 8-2022  
FVP - CRA & Corporate Responsibility Officer at IDB Bank
- 8-2021 - 10-2022  
Vice President - CRA Officer at Amalgamated Bank
- 11-2020 - 8-2021  
VP - Fair Lending & CRA Officer at Orange Bank & Trust Company
- 3-2012 - 11-2019  
Vice President - Training Officer and CRA Officer at Atlantic Stewardship Bank
- 3-2009 - 3-2012  
Marketing Director & CRA Officer at Community Bank of Bergen County NJ

## Education

- 2011 - 2013  
MBA - Strategic Human Resources Management from Grand Canyon University
- Bachelor's degree from Ramapo College of New Jersey

## More Information

Social Presence :



Prographics :

Exp : 39 Location : Mahwah, New Jersey, United States Job Level : N/A

Designation : FVP - CRA & Corporate Responsibility Officer at IDB Bank

## Insights For Selling To Judith

### 👉 During A Call Or A Meeting

#### DO's

- Emphasise more on facts and measurable benefits
- Keep some extra margin in hand as they will likely negotiate the pricing
- If you have a lower priced product compared to the competition, call out the same

#### DONT's

- Avoid rushing them, be polite and patient
- Don't overhype the product/pitch, keep it measured
- Don't depend too much on anecdotal evidence, it reduces their confidence

## 👉 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 Judith, 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:** Objective

*Example: Getting personalization right, '40% increase' etc.*

**Salutation:** Yes (Something usual)

*Example: Use 'Hi' or only the first name*

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make sense, shall we speak tomorrow?'*

**Complimentary Close:** None or formal

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

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on allaying doubts and ROI

**Length of Mail:** Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Judith is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Judith

- *It doesn't come naturally to them but they can say no if they are not convinced.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Judith Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Judith Take Some Risk Or Not?

- *If they believe that they have analyzed the situation well, they can take a little risk.*

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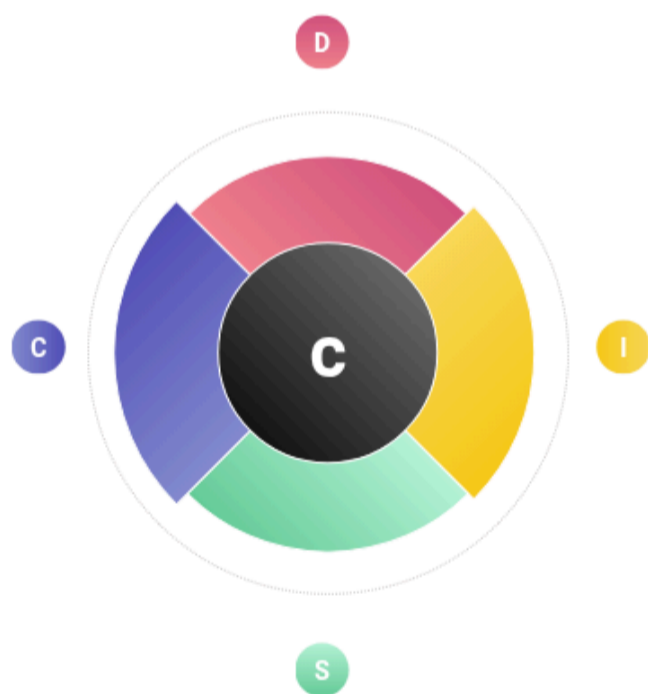
## You And Judith

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Judith'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.