



## JUDY LEONHARDT

**Enthusiast**  
DISC Type : i

**Retired Auditor at Leonhardt**  
Gaithersburg, Maryland, United States

### Overview

Judy has no verified overview

#### Personality Overview

**Story Driven**

**Amiable & Agreeable**

**Consensus Focused**

They are more about building relationships than just cutting deals. 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.

#### Topics They Care About

Judy has no verified topics they care about

### Media Appearances

Judy has no verified media appearances

### Work History

- 5-2023  
Retired Auditor at Leonhardt
- 6-2014 - 5-2023  
Assistant Inspector General for Audit at Peace Corps
- 7-2005 - 6-2014  
Audit Director at USPS OIG
- 3-2002 - 7-2005  
Audit Director at US Department of Homeland Security
- 7-1999 - 3-2002  
Audit Director at FEMA

### Education

- 1983 - 1987  
BBA from Honors College, Kent State University
- Education details unavailable from Chalker

## More Information

Social Presence :



Prographics :

Exp : 26 Location : Gaithersburg, Maryland, United States Job Level : N/A Designation : Retired Auditor at Leonhardt

## Insights For Selling To Judy

### 👉 During A Call Or A Meeting

#### DO's

- Maintain high, positive energy and convey confidence
- Ask them how their day is going or exchange some other pleasantries
- Give them the opportunity to lead the conversation where possible

#### DONT's

- Don't be too formal with them, they trust informality more
- Don't push them for a direct 'no', take lack of 'yes' as 'no' after some time
- Don't be excessively objective, be like a storyteller with them

## 👉 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 Judy, [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:** Judy, 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 Judy is

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

Will you ever get a clear answer from Judy

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

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## Insights For Deal Planning

How Fast (Or Slow) Will Judy Move?

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

Can Judy Take Some Risk Or Not?

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

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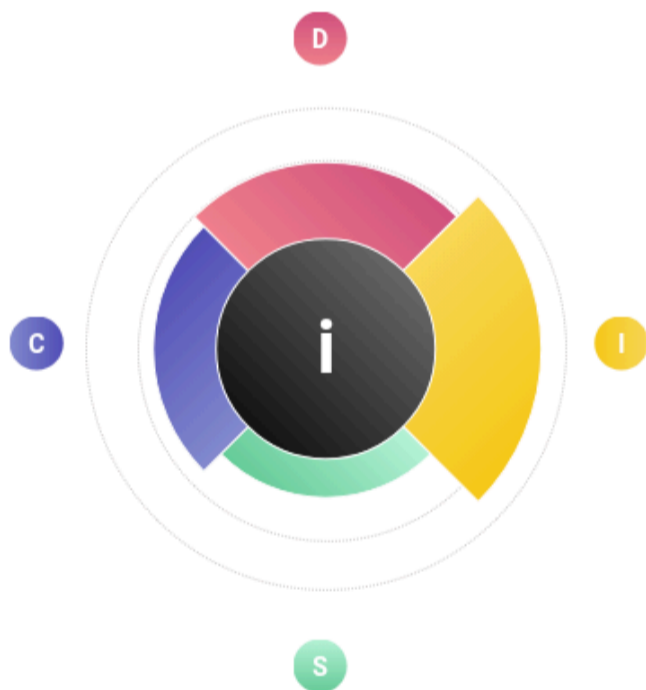
## You And Judy

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Judy'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.