



JULIA FRY

Questioner
DISC Type : c

Vice President Marketing & Brand Strategy, HEARST at Hearst
New York, New York, United States

Overview

Julia has no verified overview

👉 Personality Overview

Systematic

Not Easily Convinced

Price-Sensitive

They prefer to analyze every situation thoroughly. They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. They are more likely than others to negotiate on pricing and terms.

👉 Topics They Care About

Julia has no verified topics they care about

Media Appearances

Julia has no verified media appearances

Work History

- 7-2021
Vice President Marketing & Brand Strategy, HEARST at Hearst
- 1-2019 - 9-2021
Associate Publisher, Advertising TOWN & COUNTRY at Hearst
- 2-2015 - 1-2020
Associate Publisher, Advertising O, THE OPRAH MAGAZINE, Oprahmag.com at Hearst
- 8-2013 - 7-2014
Associate Publisher, Advertising CONDE NAST TRAVELER at Conde Nast
- 9-2012 - 8-2013

Education

- 1994 - 1998
Education details unavailable from The University of Manchester, United Kingdom

Associate Publisher, Advertising GLAMOUR at
Conde Nast

More Information

Social Presence :



Prographics :

Exp : **22** Location : **New York, New York, United States** Job Level : **Senior**

Designation : **Vice President Marketing & Brand Strategy, HEARST at Hearst**

Insights For Selling To Julia

👉 During A Call Or A Meeting

DO's

- Emphasise more on facts and measurable benefits
- Tell them that you will come back if you don't have a good answer for a question
- Emphasize on objective proof of ROI, help them do a thorough evaluation

DONT's

- Avoid rushing them, be polite and patient
- Avoid phrases like 'do not worry about', 'no one compares to' etc.
- Don't try to be too friendly or informal with them

👉 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 Julia, this is [user_fname] at [user_companynamewithfirsttwowords].

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 Julia is

- *Confidence that the product provides ROI, effective pricing and process adherence matter the most to them.*

Will you ever get a clear answer from Julia

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

Insights For Deal Planning

How Fast (Or Slow) Will Julia Move?

- *They can move at a reasonable pace while making their decisions if they have the necessary information.*

Can Julia Take Some Risk Or Not?

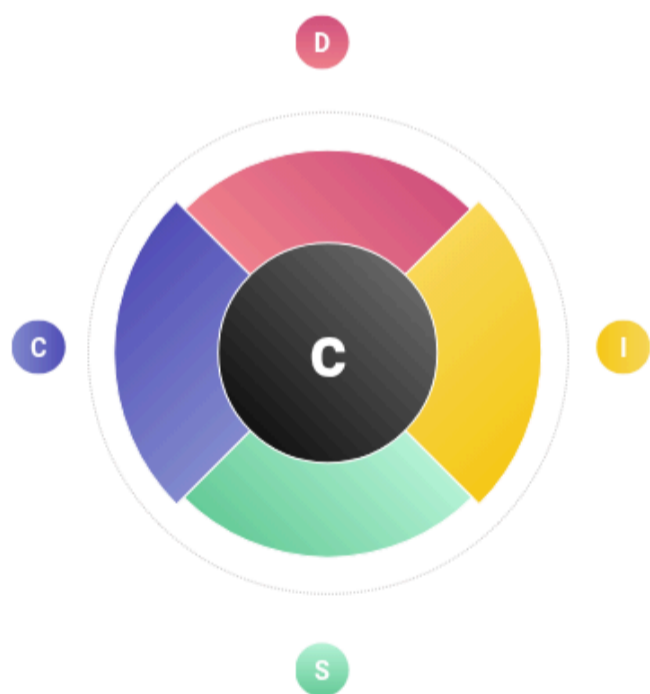
- *They can take risk if they are convinced that they have analyzed the circumstances well.*

You And Julia

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Julia'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.