



## KEN MARCKS

**Harmonizer**  
DISC Type : IS

**Strategic Account Executive at Arista Networks**  
Mount Dora, Florida, United States

### Overview

Ken has no verified overview

#### Personality Overview

Friendly

Risk-Averse

People-Oriented

Win-win scenarios can appeal strongly to them. Unlike D or C types, they are calm as well as friendly and can give the impression of being more receptive than they actually are. They are more likely to go for proven solutions.

#### Topics They Care About

Ken has no verified topics they care about

### Media Appearances

Ken has no verified media appearances

### Work History

- 12-2018  
Strategic Account Executive at Arista Networks
- 6-2017 - 10-2018  
District Sales Manager at Pure Storage
- 7-2014 - 6-2017  
Area Sales Manager Southeast at Panzura
- 2-2014 - 8-2014  
Vice President of Sales and Marketing at VaporStream, Inc.
- 1-2013 - 2-2014  
Divisional Software Sales Manager, Central United States, Data Protection and Availability Division at EMC

### Education

- Physics from University of Florida

## More Information

Social Presence :



Prographics :

Exp : **13** Location : **Mount Dora, Florida, United States** Job Level : **Middle**

Designation : **Strategic Account Executive at Arista Networks**

## Insights For Selling To Ken

### 👉 During A Call Or A Meeting

#### DO's

- Summarize the key points at the end of the conversation
- When asking them questions, sound relatable and informal
- Show them how they look good by making this decision

#### DONT's

- Don't push them to make decisions very fast, let them take their time
- Don't ask too many questions that sound too dry and objective
- Don't get into excessive details unless prompted

## 👉 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 Ken, [user\_fname] here at [user\_companynamewithfirsttwowords] 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:** Ken, 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, clear

*Example: John, let's close this tomorrow?', 'You will get this!' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi', 'Hello' etc. (along with the first name)*

**Greeting:** Yes (Say something usual)

*Example: Say something usual and friendly, like 'It's a real pleasure'*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Close on a positive note

*Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Looking forward!', 'To new beginnings!' etc.*

**Tone of Words:** Friendly, exciting

**Overall Messaging:** Focused on social proof

**Length of Mail:** Medium

*Example: Ideally upto 130-150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Ken is

- *Relationship and rapport play a major role, followed by low risk and the presence of proof points.*

Will you ever get a clear answer from Ken

- *They are diplomatic when the need arises; they hardly ever say a direct no.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Ken Move?

- *They can take their time to reach decisions, even while they stay engaged and friendly.*

Can Ken Take Some Risk Or Not?

- *They are unlikely to take many risks.*

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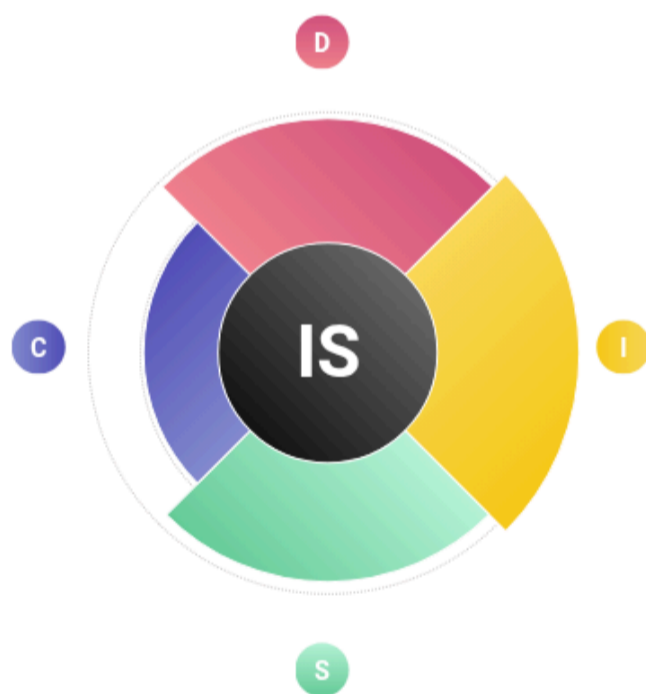
## You And Ken

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Ken'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.

### STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.