



KENNETH POTTER

Inspirer
DISC Type : id

Vice President at AutoComplete
Santa Clarita, California, United States

Overview

Kenneth is an accomplished executive in the automotive industry, currently serving as Vice President at AutoComplete. His career includes senior leadership roles focused on dealer partnerships and developing consumer-facing products. Colleagues describe him as a great leader who builds businesses by prioritizing customer needs and empowering sales representatives.

Outside of his professional life, Kenneth identifies strongly as a father and husband, viewing his long-standing career in the car business as a personal honor. This passion for the industry extends to his specific interests, which include an appreciation for brands like Volvo Cars.

His integrity is highly regarded, with a close colleague noting that his handshake is his bond.

Personality Overview

Charming & Persuasive

Fast Adopter

Confident & Optimistic

They usually prefer to drive the conversation. They don't mind taking a stand if they believe in something. They measure a product on its merit but can be influenced by strong testimonials.

Topics They Care About

Dealer Empowerment

Founded a venture aimed at helping sales reps brand themselves and build their business within the dealership structure, and praises platforms that support dealers.

Customer-Centric Tech

Believes in providing customers with options and information to make decisions and has a reputation for building products that serve both consumers and businesses.

Automotive Partnerships

His career includes senior roles like SVP of Dealer Partnerships, showing a focus on building strong relationships within the automotive ecosystem.

Industry Relationships

Frequently uses his platform to publicly praise and promote other professionals and companies within the automotive community.

Family Values

Prominently identifies himself as a "Father" and "Husband" in his professional headline, indicating the importance of family in his life.

Volvo Cars

He has a specifically stated interest in the Volvo Cars brand, reflecting a personal passion that aligns with his professional life in the auto industry.



Media Appearances

Kenneth has no verified media appearances

Work History

- 6-2024
Vice President at AutoComplete
- 9-2021 - 5-2024
SVP, Dealer Partnerships at NXCR at NXCR
- 8-2019 - 9-2021
SVP at CU Direct
- 2-2018 - 8-2019
President at <http://www.kenpotter.me/>
- 4-2017 - 2-2018
President at T2 Modus

Education

Kenneth has no verified education history

More Information

Social Presence :



Prographics :

Exp : **32** Location : **Santa Clarita, California, United States** Job Level : **Senior** Designation : **Vice President at AutoComplete**

Insights For Selling To Kenneth

👉 During A Call Or A Meeting

DO's

- Clearly address the competitive aspects
- Keep your pitch focused on the impact but insert some anecdotes into it
- Look like someone who is on top of their game

DONT's

- Don't be very informal even if they are being so themselves
- Don't be too verbose or overly friendly; a little bit, however, is fine
- Don't be unorganized, be prepared for the pitch

👉 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 Kenneth, [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: Kenneth, 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: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

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

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Kenneth is

- *Belief in the value of the product, relationship and a sense of accomplishment matter the most.*

Will you ever get a clear answer from Kenneth

- *They are not shy of saying no if they do not develop trust in your product.*

Insights For Deal Planning

How Fast (Or Slow) Will Kenneth Move?

- *They can take fast decisions if they develop conviction in the product and find you trustworthy.*

Can Kenneth Take Some Risk Or Not?

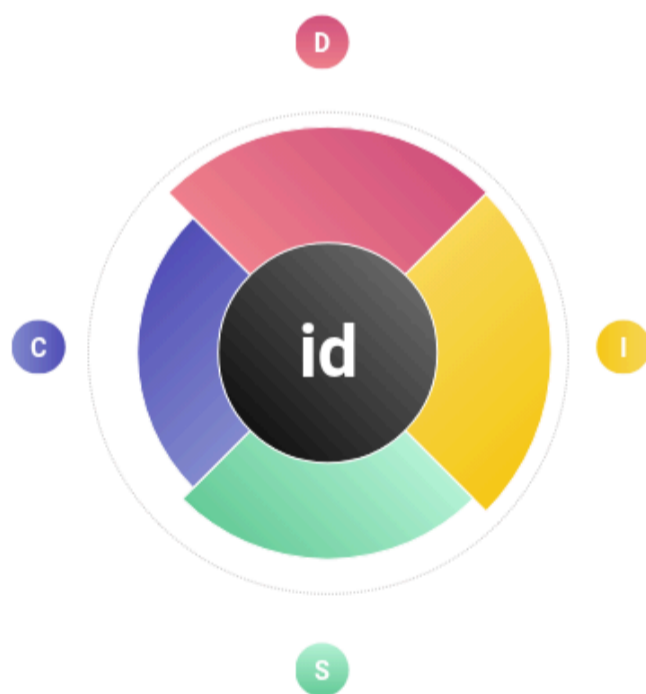
- *They have the capability of taking risky decisions if necessary.*

You And Kenneth

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Kenneth'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.

DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.