



# KIM GREGORY EMOND

**Enthusiast**  
DISC Type : i

**Chief Marketing Officer at Royal 4 Systems**  
Mission Viejo, California, United States

## Overview

Kim has no verified overview

### 👍 Personality Overview

Non-Confrontational      Amiable & Agreeable      Story Driven

They tend to be agreeable by nature, so take their promises with a pinch of salt. They are more about building relationships than just cutting deals. Unlike D or C types, they are convinced more by stories and testimonials.

### 👍 Topics They Care About

Kim has no verified topics they care about

## Media Appearances

Kim has no verified media appearances

## Work History

- 11-2006  
Chief Marketing Officer at Royal 4 Systems
- 1997 - 2006  
Director of Business Development at Mastech

## Education

- 1972 - 1976  
Business Marketing/Music from San Francisco State University

## More Information

### Social Presence :



### Prographics :

Exp : **29**    Location : **Mission Viejo, California, United States**    Job Level : **Leadership**

Designation : **Chief Marketing Officer at Royal 4 Systems**

# Insights For Selling To Kim Gregory

## 👉 During A Call Or A Meeting

### DO's

- Speak from experience about success that the product has seen with other customers
- Invite them for a lunch or a drink/coffee
- Maintain high, positive energy and convey confidence

### DONT's

- Avoid overloading them with too much information
- Don't push them for a direct 'no', take lack of 'yes' as 'no' after some time
- Don't be too formal with them, they trust informality more

## 👉 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 Kim Gregory, [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:** Kim Gregory, 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 Kim Gregory is

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

Will you ever get a clear answer from Kim Gregory

- *They are unlikely to say no directly.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Kim Gregory Move?

- *They are not very fast decision makers, even while they continue to stay engaged.*

Can Kim Gregory Take Some Risk Or Not?

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

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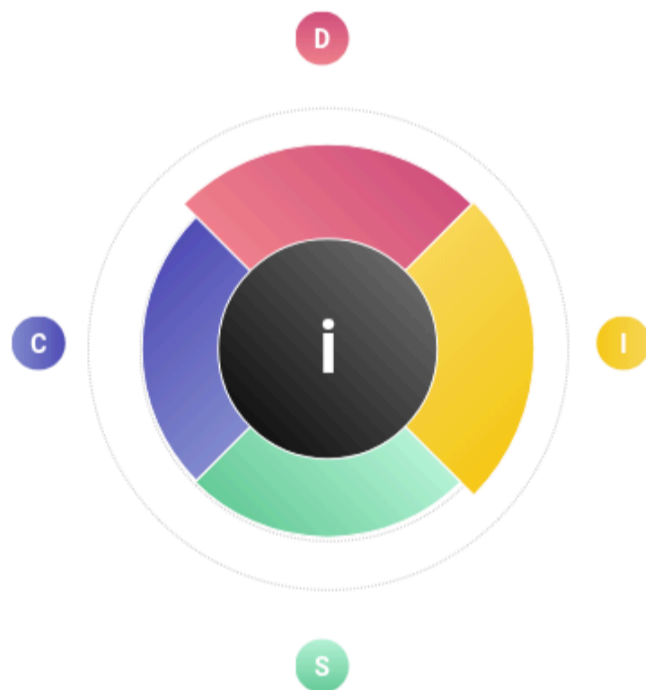
## You And Kim Gregory

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Kim Gregory'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.