



KIP CLARK

Questioner
DISC Type : c

UX Senior Writer/Editor at Ancestry
Provo, Utah, United States

Overview

Kip has no verified overview

Personality Overview

Cautious & Analytical **Value Seeker** **Not Easily Convinced**

While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. It is quite likely of them to ask for pricing or other concessions. They prefer to do thorough analysis of any situation.

Topics They Care About

Kip has no verified topics they care about

Media Appearances

Kip has no verified media appearances

Work History

- 5-2019
UX Senior Writer/Editor at Ancestry
- 4-2008 - 5-2019
Content Supervisor/Supervising Editor at ProQuest
- 6-2004 - 4-2008
Senior Editor at ProQuest
- 11-1999
Editor at Millennial Star Network
- 9-1996 - 12-1999
Lecturer at Brigham Young University

Education

- 1986 - 1992
Master of Arts - MA from Brigham Young University
- 1979 - 1986
Bachelor of Arts - BA from Brigham Young University

More Information

Social Presence :



Prographics :

Exp : 29 Location : Provo, Utah, United States Job Level : N/A Designation : UX Senior Writer/Editor at Ancestry

Insights For Selling To Kip

👉 During A Call Or A Meeting

DO's

- Keep some extra margin in hand as they will likely negotiate the pricing
- If you have a lower priced product compared to the competition, call out the same
- Tell them that you will come back if you don't have a good answer for a question

DONT's

- Don't overhype the product/pitch, keep it measured
- Don't depend too much on anecdotal evidence, it reduces their confidence
- Avoid phrases like 'do not worry about', 'no one compares to' etc.

👉 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 Kip, this is [user_fname] at [user_companynamefirsttwowords].

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 Kip is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Kip

- *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 Kip Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Kip Take Some Risk Or Not?

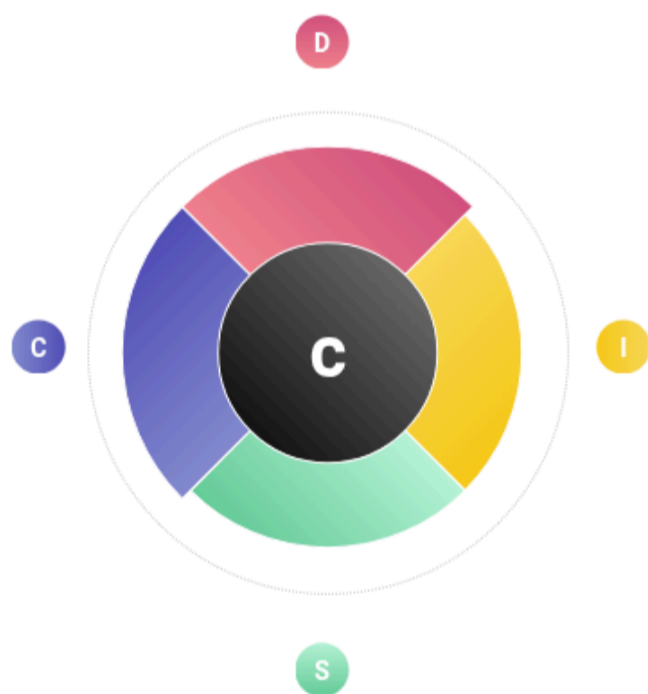
- *They can take some risk if they are confident that they have analyzed the circumstances well.*

You And Kip

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Kip'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.