



KYLA K.

Questioner
DISC Type : c

Director Of Business Development at Tourism Calgary & Banff Lake Louise Tourism
Washington DC-Baltimore Area, United States

Overview

Kyla has no verified overview

👉 Personality Overview

Price-Sensitive Value Seeker Cautious & Analytical

While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. They are more likely than others to negotiate on pricing and terms. They generally do not appreciate an overfriendly approach and prefer to stay to-the-point.

👉 Topics They Care About

Kyla has no verified topics they care about

Media Appearances

Kyla has no verified media appearances

Work History

- 10-2021
Director Of Business Development at Tourism Calgary & Banff Lake Louise Tourism
- 7-2019 - 9-2021
Director of Sales at Teneo Hospitality Group
- 1-2018 - 7-2019
Director of Sales & Marketing, Business Events Canada at Destination Canada
- 8-2017 - 1-2018
Business Development Director, USA MICE at Travel Alberta
- 4-2010 - 8-2017
Business Development Director, East Coast USA at Travel Alberta

Education

- 1995 - 1999
Bachelor of Commerce from University of Calgary
- 2005 - 2009
Bachelor of Science - BS from Oregon State University

More Information

Social Presence :



Prographics :

Exp : **18** Location : **Washington DC-Baltimore Area, United States** Job Level : **Mid-senior**

Designation : **Director Of Business Development at Tourism Calgary & Banff Lake Louise Tourism**

Insights For Selling To Kyla

👉 During A Call Or A Meeting

DO's

- Share as much information as possible regarding your product
- Keep some extra margin in hand as they will likely negotiate the pricing
- Tell them that you will come back if you don't have a good answer for a question

DONT's

- Don't try to be too friendly or informal with them
- Don't depend too much on anecdotal evidence, it reduces their confidence
- Don't overhype the product/pitch, keep it measured

👉 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 Kyla, 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 Kyla 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 Kyla

- *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 Kyla Move?

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

Can Kyla Take Some Risk Or Not?

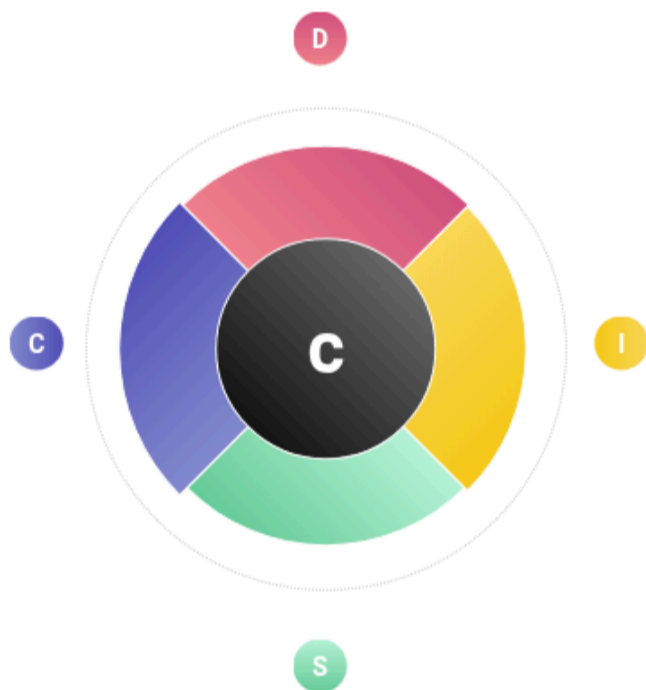
- *They can take some risk if they are confident that they have analyzed the circumstances well.*

You And Kyla

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Kyla'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.