



LACY J.

Pioneer
DISC Type : dsi

Chief Marketing Officer at Heritage Communities
Omaha, Nebraska, United States

Overview

Lacy has no verified overview

Personality Overview

Dynamic But Sincere **Driven But Considerate** **Decisive But Friendly**

They combine a unique set of diverse traits where they are fast and friendly but can slow down to be thorough when needed. If they are convinced, they can become very strong champions for your product. They have the unique ability to win both love and respect from their team (or outsiders).

Topics They Care About

Lacy has no verified topics they care about

Media Appearances

Lacy has no verified media appearances

Work History

- 1-2025
Chief Marketing Officer at Heritage Communities
- 10-2023 - 1-2025
Vice President of Growth & Development at Heritage Communities
- 6-2022 - 10-2023
Senior Vice President of Client Success at OneDay
- 11-2021 - 6-2022
Vice President of Strategic Development at OneDay
- 4-2019 - 11-2021
Vice President of Sales and Marketing at Heritage Communities

Education

Lacy has no verified education history

More Information

Social Presence :



Prographics :

Exp : **N/A** Location : **Omaha, Nebraska, United States** Job Level : **N/A**

Designation : **Chief Marketing Officer at Heritage Communities**

Insights For Selling To Lacy

👉 During A Call Or A Meeting

DO's

- Keep your pitch focused on the impact but nurture the relationship too
- During followups, use calls or text if needed, they should be fine
- Ask them for a lunch or coffee once some rapport has been established

DONT's

- Don't be very informal during the early interactions even if they are being so themselves
- Don't hesitate from asking questions or pushing them, but take a formal approach
- Avoid focusing only on the product or its ROI, keep building trust subtly

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Lacy, this is [user_fname] at [user_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: To the point, formal

Example: Personalized sales funnel', 'Sales conversion' etc.

Salutation: No

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

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Formally state your ask

Example: Something like 'If you are available tomorrow, shall we discuss this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident with a formal touch

Overall Messaging: Focused on output

Length of Mail: Short

Example: Maximum upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Lacy is

- *Nothing less than a strong combination of proof of results, relationship and high levels of professionalism is effective with them.*

Will you ever get a clear answer from Lacy

- *They can say no while staying friendly, but can also be persuaded to reconsider*

Insights For Deal Planning

How Fast (Or Slow) Will Lacy Move?

- *They are generally fast movers and can take quick decisions*

Can Lacy Take Some Risk Or Not?

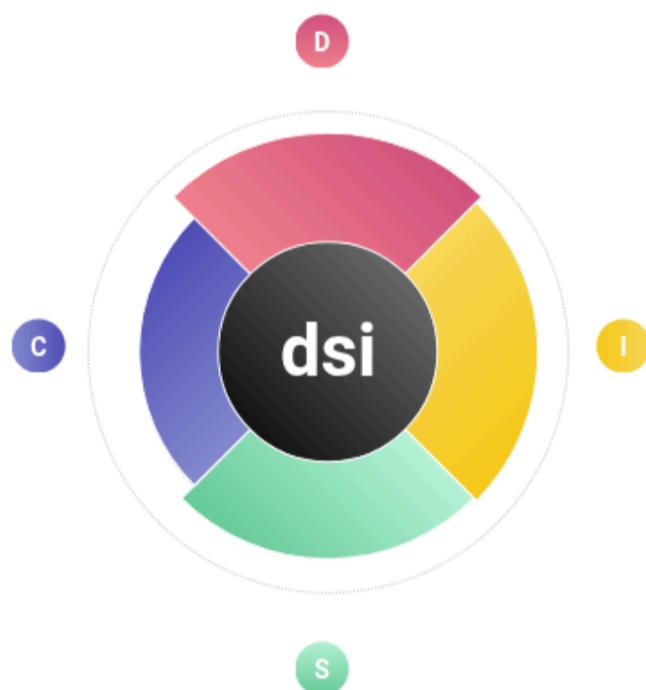
- *They have high risk-appetite but can get ahead of themselves once in a while. Observe carefully*

You And Lacy

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Lacy's Key Traits



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.

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.

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.