



LAN YANG

Trailblazer
DISC Type : DI

Senior Marketing Operations Manager at Dataminr
Wenatchee, Washington, United States

Overview

Lan has no verified overview

👉 Personality Overview

Achievement-Oriented **Values Relationships** **Friendly But Fast**

They will bat for you if they come to believe in you. They are more likely to be open to unproven but exciting technologies. They respond better to a combination of speed and relationship.

👉 Topics They Care About

Lan has no verified topics they care about

Media Appearances

Lan has no verified media appearances

Work History

- 8-2025
Senior Marketing Operations Manager at Dataminr
- 2-2022 - 8-2025
Marketing Operations Manager at Dataminr
- 3-2021 - 2-2022
Supervisor, Marketing Automation and System Integration at Altasciences
- 9-2020 - 3-2021
Senior Marketing Automation & CRM Specialist at Altasciences
- 7-2019 - 9-2020
Marketing Automation & CRM Specialist at Altasciences

Education

- 2016 - 2017
Master of Science - MS from EDHEC Business School
- 2014 - 2017
Master in Management (MIM) from EDHEC Business School

More Information

Social Presence :



Prographics :

Exp : **9** Location : **Wenatchee, Washington, United States** Job Level : **Middle**

Designation : **Senior Marketing Operations Manager at Dataminr**

Insights For Selling To Lan

👉 During A Call Or A Meeting

DO's

- Give them control of the sales process
- Keep your pitch focused on the impact but nurture the relationship too
- Display high self-confidence and expect them to have a strong personality.

DONT's

- Don't force involvement of other stakeholders unless it is critical
- Don't hesitate from asking questions or pushing them, but take a friendly approach
- Don't make any commitments that you might not be able to fulfill

👉 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: Lan, 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: 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 Lan is

- *Relationship and product conviction matter equally, followed by a sense of achievement.*

Will you ever get a clear answer from Lan

- *If they are not convinced, they will say no albeit in a friendly manner.*

Insights For Deal Planning

How Fast (Or Slow) Will Lan Move?

- *They can make decisions quickly if they develop trust in you and conviction in the product.*

Can Lan Take Some Risk Or Not?

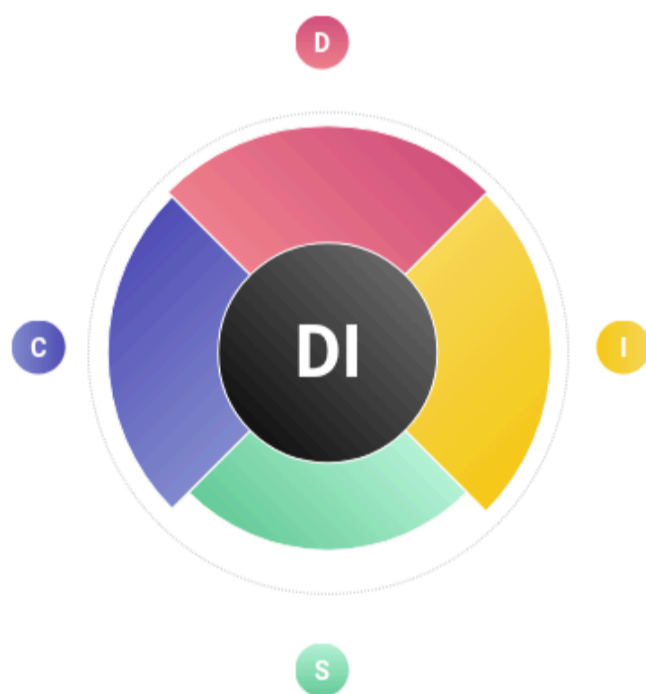
- *They can take risks if necessary.*

You And Lan

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Lan'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.

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.