



LAURA SCHIELD

Wildcard
DISC Type : csi

President & Chief Operating Officer at Bank Director
Nashville Metropolitan Area, United States

Overview

Laura has no verified overview

👉 Personality Overview

Requires Proof ROI Driven Curious But Skeptical

They are unlikely to ever become strong champions even when the conversations are going well; you should focus on cultivating other champions They typically tend to be late adopters even when they seem friendly and excited about what you have to sell They are often friendly and nice, but can sometimes surprise you with their piercing questions

👉 Topics They Care About

Laura has no verified topics they care about

Media Appearances

Laura has no verified media appearances

Work History

- 12-2024
President & Chief Operating Officer at Bank Director
- 12-2017 - 12-2024
Chief Operating Officer at Bank Director
- 9-2010 - 12-2017
Vice President of Conferences & Chief Project Officer at Bank Director
- 9-2006 - 9-2010
Project Manager at Global Navigation LLC
- 6-2005 - 7-2006
Strategic Projects Coordinator at Board Member, Inc.

Education

- 1987 - 1991
B.S. from Florida State University

More Information

Social Presence :



Prographics :

Exp : 20 Location : **Nashville Metropolitan Area, United States** Job Level : **Leadership**

Designation : **President & Chief Operating Officer at Bank Director**

Insights For Selling To Laura

👉 During A Call Or A Meeting

DO's

- Share testimonials from known people and give multiple examples of product value
- Focus on immediate action-items rather than the larger goals
- Ask them questions to understand their needs better while staying affable

DONT's

- Don't ask them to move fast, let them take their time and digest all the information
- Avoid winging it with them particularly, answer a question only if you know the answer well
- Avoid phrases like 'trust me', 'you will just love it' 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 Laura, this is [user_fname] at [user_companynamewordstwowords].

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: Precise

Example: Measurable results', '6.2% more sales' etc.

Salutation: Yes (Something formal)

Example: Use 'Hi' (along with the first name)

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'I hope that you are doing well' etc.

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'

Complimentary Close: Formal

Example: Something simple like 'Thanks', 'Regards' etc.

Tone of Words: Objective, informational

Overall Messaging: Focused on removing doubts

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Laura is

- *Clear proof of product value matters to them, followed by others' testimonials and rapport.*

Will you ever get a clear answer from Laura

- *They are likely to give you a clear answer without taking you around in circles. However, if you share a good relationship, they might not be so forthcoming.*

Insights For Deal Planning

How Fast (Or Slow) Will Laura Move?

- *They like to perform full analysis and can take time to make any decision.*

Can Laura Take Some Risk Or Not?

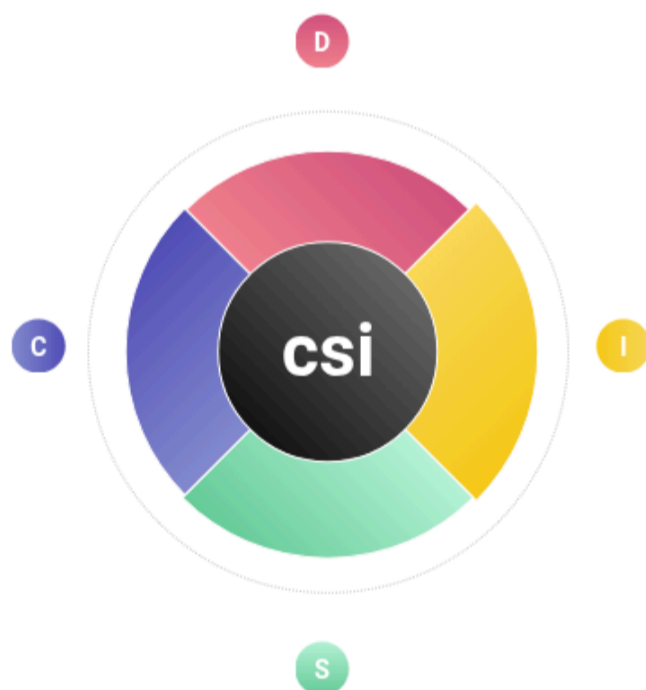
- *They weigh all decisions systematically and are unlikely to take many risks.*

You And Laura

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Laura'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.

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.