



LAUREN HANSEN

Organizer
DISC Type : Sd

Director, Global Integrated Marketing - DTS at Xperi Inc.
Portland, Oregon, United States

Overview

Lauren has no verified overview

👤 Personality Overview

Trusting Of Others Pleasant Somewhat Formal

They are very professional in their approach and can weigh multiple perspectives together. Reading between the lines and seeing beyond your words comes naturally to them. They might take some time to make their mind up but once they do, they don't change it easily.

👤 Topics They Care About

Lauren has no verified topics they care about

Media Appearances

Lauren has no verified media appearances

Work History

- 8-2023
Director, Global Integrated Marketing - DTS at Xperi Inc.
- 2-2021 - 9-2023
Senior Product Marketing Manager: Consumer Electronics, Home and Mobile at Xperi Inc.
- 5-2020 - 2-2021
Integrated Marketing Manager at Xperi Inc.
- 5-2017 - 3-2019
Account Supervisor at mcgarrybowen
- 11-2014 - 5-2017
Senior Account Executive at Grey Group

Education

- 2006 - 2010
Bachelor's degree from University of San Francisco
- Education details unavailable from La Salle Catholic College Preparatory

More Information

Social Presence :



Prographics :

Exp : **15** Location : **Portland, Oregon, United States** Job Level : **Mid-senior**

Designation : **Director, Global Integrated Marketing - DTS at Xperi Inc.**

Insights For Selling To Lauren

👉 During A Call Or A Meeting

DO's

- Use phrases like 'your team deserves', 'best in class' etc.
- Focus on the results that your product produces, expect some strategic questions in return
- Let them know of potential risks but suggest mitigation methods alongside

DONT's

- Don't go over them unless you are left with no other option
- Don't shy away from asking hard questions, but be extra polite
- Don't get into pricing discussions early on, steer conversation towards proven results

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Lauren, how are you? This is [user_fname] at [user_companynamewordstwowords].

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

Ask: Lauren, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 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 Lauren is

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Lauren

- *They will say no if they are not convinced but you will have to prompt them.*

Insights For Deal Planning

How Fast (Or Slow) Will Lauren Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Lauren Take Some Risk Or Not?

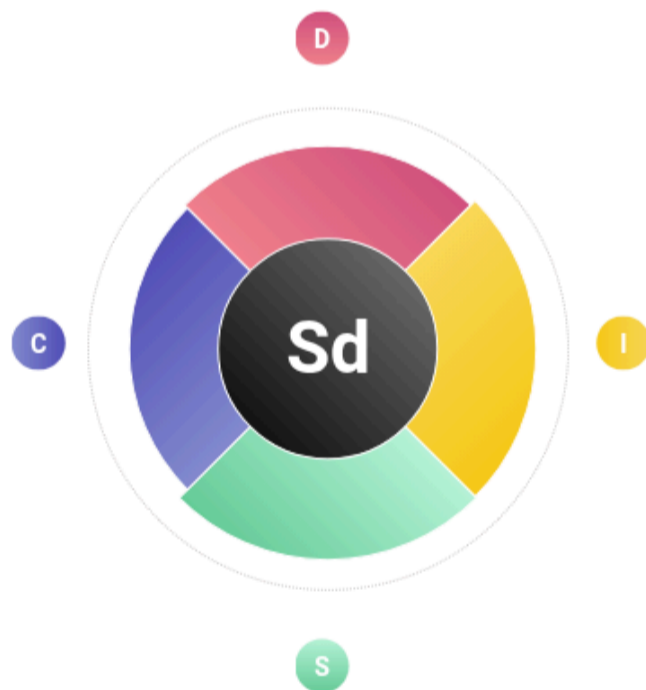
- *They have good risk tolerance but are likely to think it through once or twice.*

You And Lauren

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Lauren's Key Traits



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.

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.