



LEIA CATHRO

Captain
DISC Type : DS

Manager, Digital Product at Banff & Lake Louise Tourism
Calgary, Alberta, Canada

Overview

Leia has no verified overview

Personality Overview

Output-Driven **Decisive But Calm** **Long-Term Thinker**

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 exhibit a rare combination of being result-oriented but patient at the same time.

Topics They Care About

Leia has no verified topics they care about

Media Appearances

Leia has no verified media appearances

Work History

- 10-2025
Manager, Digital Product at Banff & Lake Louise Tourism
- 3-2022 - 10-2025
Marketing Manager at Tourism Canmore Kananaskis
- 6-2021 - 3-2022
Community Development Specialist at Town of Coaldale
- 4-2020 - 6-2021
Community Development Intern at Town of Coaldale
- 7-2019 - 4-2020
Urban Ambassador at Calgary Municipal Land Corporation

Education

- 2014 - 2019
Bachelor of Arts (BA) from University of Calgary
- 2017 - 2017
Bachelor's degree from Erasmus University Rotterdam

More Information

Social Presence :



Prographics :

Exp : **6** Location : **Calgary, Alberta, Canada** Job Level : **Middle**

Designation : **Manager, Digital Product at Banff & Lake Louise Tourism**

Insights For Selling To Leia

👉 During A Call Or A Meeting

DO's

- Suggest clear next steps with confidence, don't be vague or hesitant
- Come across as a trustworthy professional and be respectful, they usually know their game
- During followups, use phone or text if needed, they should be fine

DONT's

- Don't shy away from asking hard questions, but be extra polite
- Don't focus too much on mutual contacts or bother about other stakeholders, focus on them
- Avoid putting conscious effort into relationship-building

👉 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: Leia, 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 Leia 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 Leia

- *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 Leia Move?

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

Can Leia Take Some Risk Or Not?

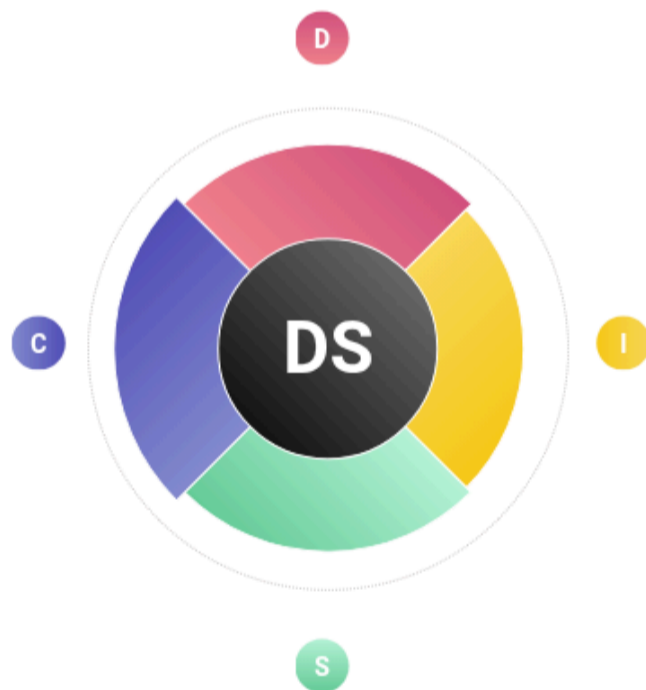
- *They have good risk tolerance but are likely to think it through once or twice.*

You And Leia

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Leia'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.