



LILY SNEESBY

Commander
DISC Type : D

Digital Media Specialist at WHOOP
Boston, Massachusetts, United States

Overview

Lily has no verified overview

👤 Personality Overview

- Very Quick
- Candid & Clear
- Impact-Driven

They are not always relationship oriented. They respond better to strong and respectful interactions. More than the product, they care about the impact of the product.

👤 Topics They Care About

Lily has no verified topics they care about

Media Appearances

Lily has no verified media appearances

Work History

- 10-2023
Digital Media Specialist at WHOOP
- 8-2022 - 10-2023
Media Associate, Paid Social at Laundry Service
- 2-2022 - 8-2022
Social Media Specialist at TribalVision
- 8-2021 - 1-2022
Marketing Associate at TribalVision
- 1-2021 - 5-2021
Marketing Intern at Office of Sustainability, College of the Holy Cross

Education

- Bachelor's degree from College of the Holy Cross
- High School Diploma from St. Mary Academy - Bay View
- Study Abroad from Trinity College Dublin

More Information

Social Presence :



Prographics :

Exp : 4 Location : **Boston, Massachusetts, United States** Job Level : **Junior**

Designation : **Digital Media Specialist at WHOOP**

Insights For Selling To Lily

👉 During A Call Or A Meeting

DO's

- Use phrases like 'it's your decision', 'strategic impact' etc.
- Get to the point quickly instead of spending time doing small talk
- Make sure that you circle back fast on any action items, it wins their trust

DONT's

- Don't be in a rush to invite them for a social meet and greet
- Avoid being a storyteller and don't try to oversell
- Do not hesitate from asking counter questions, just avoid challenging their authority

👉 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: Lily, 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

Example: Personalization', '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: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Skip 'Warm regards', 'Best wishes' etc., just write your name

Tone of Words: Confident, challenging

Overall Messaging: Focused on results

Length of Mail: Very Short

Example: Less than 75 words

👉 While Negotiating & Closing

The secret to closing fast with Lily is

- *Conviction around the impact matters the most to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Lily

- *If they decide not to use your product, they will say no clearly.*

Insights For Deal Planning

How Fast (Or Slow) Will Lily Move?

- *They can reach decisions fairly quickly if they are convinced.*

Can Lily Take Some Risk Or Not?

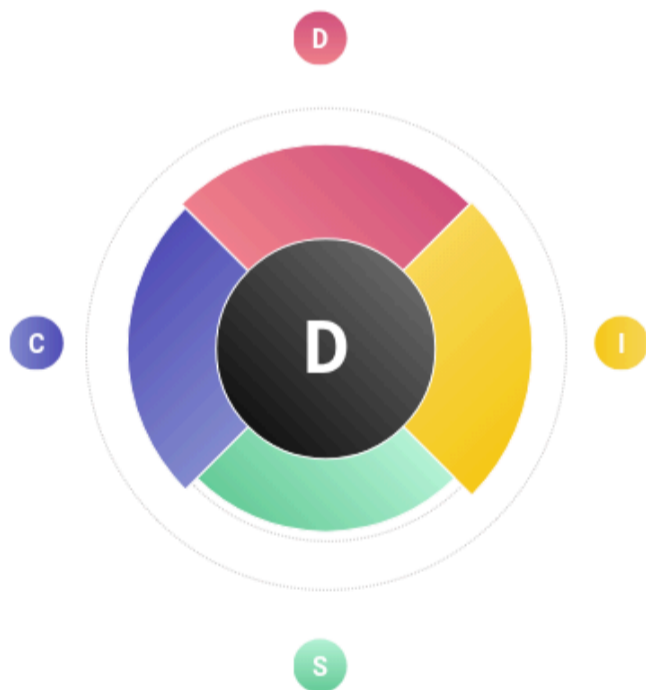
- *They don't mind risks but can be quite binary about them.*

You And Lily

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Lily'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.