



LIMO BRIAN

Go-getter
DISC Type : d

Marketing Assistant at Fage Limited
Nairobi County, Kenya

Overview

Limo has no verified overview

Personality Overview

Challenger Fast-Paced Direct & Candid

They don't always try to control the conversation but neither do they like yielding it fully. They care equally about the product and its potential impact. They focus on objectivity in a pitch and pay little attention to bells and whistles.

Topics They Care About

Limo has no verified topics they care about

Media Appearances

Limo has no verified media appearances

Work History

- 11-2022
Marketing Assistant at Fage Limited
- 11-2022
Marketing Executive at Fage Limited
- 10-2022
Car Sales and transfers at FAGE LIMITED fage.co.ke
- 2-2022 - 5-2022
Trade Officer at Ministry of Industrialization, Trade & Enterprise Development - Kenya.
- Trade Officer at Ministry of Industrialization, Trade & Enterprise Development - Kenya.

Education

- Bachelor's degree from Zetech University

More Information

Social Presence :



Prographics :

Exp : 3 Location : **Nairobi County, Kenya** Job Level : **Junior** Designation : **Marketing Assistant at Fage Limited**

Insights For Selling To Limo

👉 During A Call Or A Meeting

DO's

- Ask them questions confidently while doing discovery, don't be apologetic
- Refer to testimonials from others in similar positions
- Highlight the competitive differentiation of your product

DONT's

- Don't try too hard to get friendly, let it happen with time
- Avoid long winding pitches, stay objective
- Don't try to be an alpha salesperson, give them equal space

👉 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: Limo, 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 Limo is

- *Belief in the product plays an important role, followed by objective proof and testimonials.*

Will you ever get a clear answer from Limo

- *They may hesitate slightly, but if they are not convinced, they will say no.*

Insights For Deal Planning

How Fast (Or Slow) Will Limo Move?

- *They are neither the fastest decision makers nor the slowest.*

Can Limo Take Some Risk Or Not?

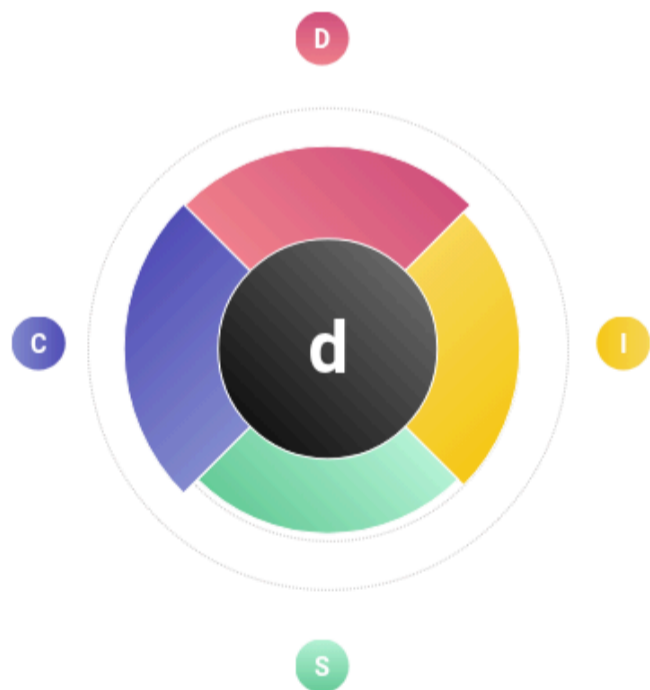
- *They can take risks only after they have analyzed the advantages and disadvantages.*

You And Limo

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Limo'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.