



LINDSEY FURICK

Galvanizer
DISC Type : Id

Senior Director, Marketing Operations and Analytics at Attentive
Atlanta Metropolitan Area, United States

Overview

Lindsey has no verified overview

Personality Overview

People-Oriented **Pragmatic** **Socially Adept**

They will bat for you if they come to believe in you. They respond better to a combination of speed and relationship. They are charming and have the ability to align others behind their decisions.

Topics They Care About

Lindsey has no verified topics they care about

Media Appearances

Lindsey has no verified media appearances

Work History

- 3-2025
Senior Director, Marketing Operations and Analytics at Attentive
- 10-2022 - 3-2025
Director of Marketing Operations and Analytics at Attentive
- 6-2021 - 10-2022
Sr. Manager, Marketing Operations at VMware
- 1-2016 - 6-2021
Marketing Operations Manager at VMware
- 12-2012 - 1-2016
Senior Manager, Audience Development at FierceMarkets

Education

- 2005 - 2009
BA from University of Virginia

More Information

Social Presence :



Prographics :

Exp : 17 Location : Atlanta Metropolitan Area, United States Job Level : Senior

Designation : Senior Director, Marketing Operations and Analytics at Attentive

Insights For Selling To Lindsey

👉 During A Call Or A Meeting

DO's

- Invite them for a lunch or a drink/coffee
- You might need to keep the conversation on track, they tend to slide off-topic
- Help them weigh the risks by sharing how others made similar decisions

DONT's

- Do not look like someone who doesn't know what they are talking about
- Don't make promises that are hard to keep
- Do not come across as negative or non-supportive, work with them as a partner

👉 When Cold Calling

Insights

Pattern Interrupt: Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

Pace: Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

Tone: Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

Tactics To Win: Giving social proof, personal rapport, usage of superlatives, repeating their name.

Mistakes To Avoid: Information overload, use of negations

Making The Ask: Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

Subconscious Driver: They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

Script

Greeting: Hey Lindsey, [user_fname] here at [user_companynamewithfirsttwowords] calling you this morning/evening!

Opener: Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

Introduction: We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

Ask: Lindsey, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

Close: So morning at around [time] next [tuesday], shall we say? And is it [prospect_email]? Don't want to get that wrong you know!

👉 When Writing An Email

Subject: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Lindsey is

- *Relationship and product conviction matter equally, followed by a sense of achievement.*

Will you ever get a clear answer from Lindsey

- *If they are not convinced, they will say no albeit in a friendly manner.*

Insights For Deal Planning

How Fast (Or Slow) Will Lindsey Move?

- *They can make decisions quickly if they develop trust in you and conviction in the product.*

Can Lindsey Take Some Risk Or Not?

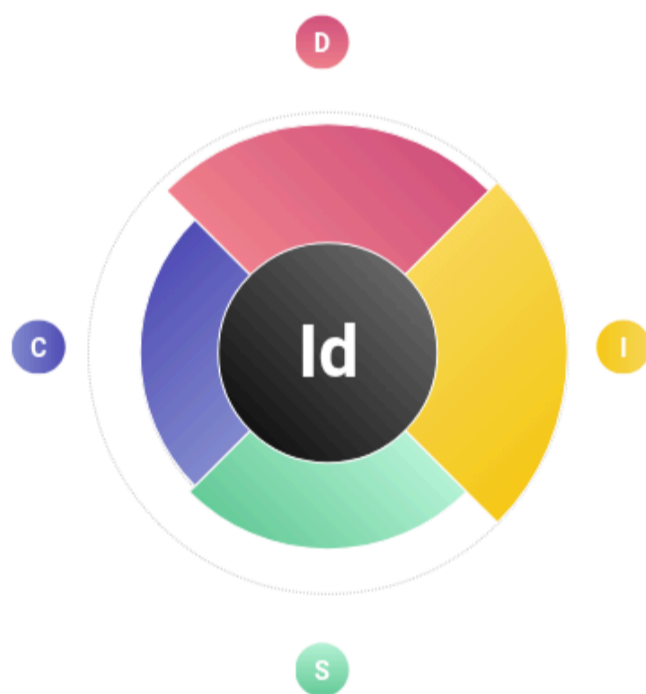
- *They can take risks if necessary.*

You And Lindsey

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Lindsey's Key Traits



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.

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.