



LIZ LATHAN, CMP

Visionary
DISC Type : Ds

Co-Founder, CMO at The Community Factory
Hutto, Texas, United States

Overview

Liz has no verified overview

👉 Personality Overview

Risk Tolerant **Goal-Oriented** **Early Adopter**

They might take some time to make their mind up but once they do, they don't change it easily. They exhibit a rare combination of being result-oriented but patient at the same time. They are very professional in their approach and can weigh multiple perspectives together.

👉 Topics They Care About

Liz has no verified topics they care about

Media Appearances

Liz has no verified media appearances

Work History

- 7-2022
Co-Founder, CMO at The Community Factory
- 12-2022
Chief Community Officer at Team CMO
- 3-2023
Chief Community Officer at Ichi Community
- 4-2018 - 12-2022
Co-Founder, CMO at Haute Companies
- 1-2017 - 4-2018
Program Director, Event Marketing, Customer Advocacy, & Brand Strategy at IBM

Education

- 1995 - 1999
BS from Texas A&M University
- 2009 - 2009
Certified Presenter from Margaret Keys Presenter Training, Dell Executive Briefing Center
- 2010 - 2011
Certified SMaC Specialist from Dell: Social Media and Communities University
- 2004 - 2004
Certificate from Austin Community College
- Bachelor of Science - BS from Texas A&M University

More Information

Social Presence :



Prographics :

Exp : 29 Location : **Hutto, Texas, United States** Job Level : **Leadership**

Designation : **Co-Founder, CMO at The Community Factory**

Interested In

Sports

Texas A&M Sports Car Club

Health & Outdoor

Travel Enthusiast

Insights For Selling To Liz

👉 During A Call Or A Meeting

DO's

- Let them know of potential risks but suggest mitigation methods alongside
- Ask them at the end if they see a strong value prop in your product; expect an honest answer
- Stick to your standard pitch and qualifying script, don't try to wing it

DONT's

- Don't take their patience for granted, avoid long-winding sermons
- Don't get into pricing discussions early on, steer conversation towards proven results
- Don't shy away from asking hard questions, but be extra polite

👉 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: Liz, 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 Liz 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 Liz

- *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 Liz Move?

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

Can Liz Take Some Risk Or Not?

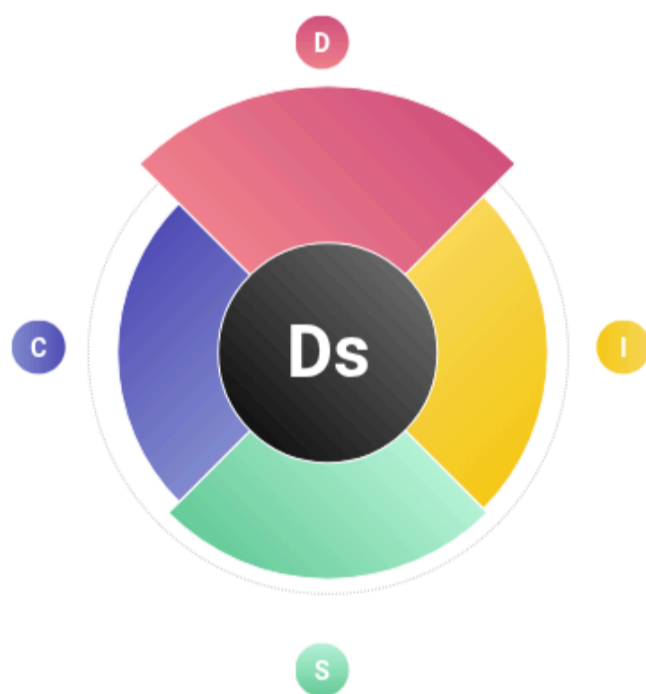
- *They have good risk tolerance but are likely to think it through once or twice.*

You And Liz

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Liz'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.