



LUKE JONES

Critic
DISC Type : C

Digital Marketing Director at CEO Coaching International
Greater Chicago Area, United States

Overview

Luke has no verified overview

Personality Overview

ROI Driven

Negotiator

Objective Thinker

They like to take decisions independently and do not seek others' support often. Unless the value is proven by data, they are unlikely to value fancy features. They prefer to analyze logically and value objective facts over emotions.

Topics They Care About

Luke has no verified topics they care about

Media Appearances

Luke has no verified media appearances

Work History

- 3-2023
Digital Marketing Director at CEO Coaching International
- 11-2021 - 3-2023
Marketing Automation Manager at CEO Coaching International
- 3-2020 - 11-2021
Marketing Automation Specialist at The AZEK Company
- 6-2016 - 3-2020
Marketing Manager at Eon Clinics
- 9-2010 - 7-2014
Email Marketing Specialist at Emerson College

Education

- 2010 - 2013
MFA from Emerson College
- 2000 - 2004
BA from University of North Carolina at Chapel Hill
- 1996 - 2000
Education details unavailable from John T. Hoggard High School

More Information

Social Presence :



Prographics :

Exp : **12** Location : **Greater Chicago Area, United States** Job Level : **Mid-senior**

Designation : **Digital Marketing Director at CEO Coaching International**

Insights For Selling To Luke

👉 During A Call Or A Meeting

DO's

- Leverage facts and figures wherever possible; use percentages, numbers etc.
- Be ready to answer many clarity-seeking questions and requests for information
- If you can, show them industry reports or analyst comments instead of sharing anecdotal stories

DONT's

- Make extra effort to not seem pushy or confrontational
- Avoid pushing them too much to involve other stakeholders unless it is critical
- Do not use very emotional or colorful language

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Luke, this is [user_fname] at [user_companynamefirsttwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

Example: Something simple like 'Thanks', or nothing at all.

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Luke is

- *Proof of ROI, low pricing and objective proof points are the important factors for them.*

Will you ever get a clear answer from Luke

- *They do not mind saying no if they believe that it is the right decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Luke Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Luke Take Some Risk Or Not?

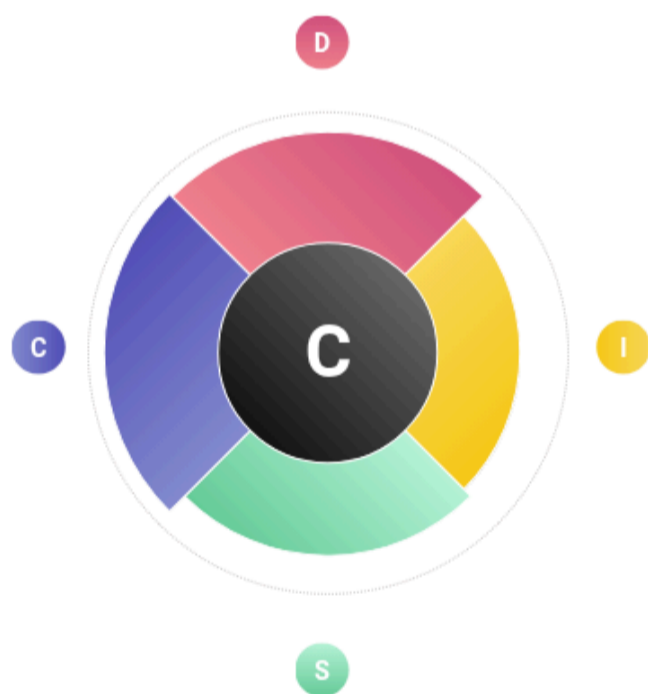
- *They can take risks if their analysis shows that it would be worth it.*

You And Luke

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Luke's Key Traits



CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.