



## LYNESSA STONE

**Questioner**  
DISC Type : c

**Community Relations Director at Advanced Health Care**  
Lakewood, Washington, United States

### Overview

Lynessa has no verified overview

#### Personality Overview

**Not Easily Convinced**

**Value Seeker**

**Price-Sensitive**

It is quite likely of them to ask for pricing or other concessions. They prefer to fully evaluate every situation. They generally do not appreciate an overfriendly approach and prefer to stay to-the-point.

#### Topics They Care About

Lynessa has no verified topics they care about

### Media Appearances

Lynessa has no verified media appearances

### Work History

- 11-2006  
Community Relations Director at Advanced Health Care
- Vice President Of Marketing And Business Development at Advanced Health Care
- District Manager at ADP
- Associate Store Manager at Coach
- Department Manager/Sales at Nordstrom

### Education

- 1997 - 2001  
BS from Seattle Pacific University
- 1997 - 2001  
Bachelor's degree from Seattle Pacific University

### More Information

Social Presence :



## Prographics :

Exp : 19 Location : Lakewood, Washington, United States Job Level : Mid-senior

Designation : Community Relations Director at Advanced Health Care

## Insights For Selling To Lynessa

### 👉 During A Call Or A Meeting

#### DO's

- Tell them that you will come back if you don't have a good answer for a question
- Back up any claims with data and numbers
- Share as much information as possible regarding your product

#### DONT's

- Avoid phrases like 'do not worry about', 'no one compares to' etc.
- Don't depend too much on anecdotal evidence, it reduces their confidence
- Don't try to be too friendly or informal with them

## 👉 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 Lynessa, this is [user\_fname] at [user\_companynamewordstwowords].

**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 Lynessa is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Lynessa

- *It doesn't come naturally to them but they can say no if they are not convinced.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Lynessa Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Lynessa Take Some Risk Or Not?

- *If they believe that they have analyzed the situation well, they can take a little risk.*

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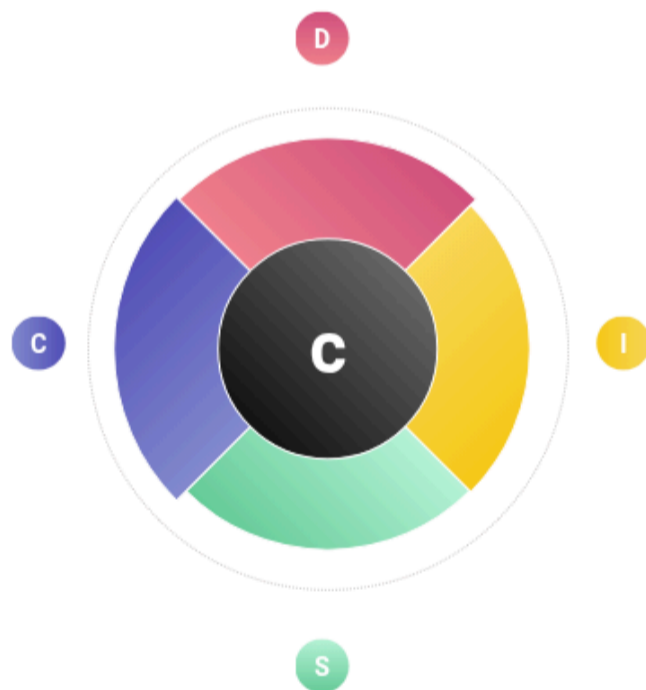
## You And Lynessa

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Lynessa'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.