



## LYNETTE MATHEWS

**Examiner**  
DISC Type : cs

**Owner / Director at The College Planning Center**  
Corte Madera, California, United States

### Overview

Lynette has no verified overview

#### Personality Overview

**Tough To Convince**      **Status Quo Seeker**      **Late Adopter**

They are quite aware of their needs and limitations, so they are unlikely to over-promise. They are always well-planned and adopt a systematic approach. They do not like taking risks at all and go for proven options in the end.

#### Topics They Care About

Lynette has no verified topics they care about

### Media Appearances

Lynette has no verified media appearances

### Work History

- 1-2005  
Owner / Director at The College Planning Center
- 1-2004  
Author - The STUDIO College Planning Curriculum at The College Planning Center
- 1-2004  
Owner at The College Planning Center

### Education

- 2004 - 2007  
Certificate College Counseling from UCLA
- Bachelor of Arts - BA from Loyola Marymount University

### More Information

Social Presence :



## Prographics :

Exp : 22 Location : **Corte Madera, California, United States** Job Level : **Mid-senior**

Designation : **Owner / Director at The College Planning Center**

## Insights For Selling To Lynette

### 👉 During A Call Or A Meeting

#### DO's

- First of all, focus on building their confidence by sharing examples, case studies etc.
- Expect them to be slow and cautious, encourage them to ask more questions
- Be firm in your communication and stay in control

#### DONT's

- Don't be very accepting if that is your natural style, stay firm
- Don't push them too hard to make fast decisions, give them time
- Don't use phrases like 'do not worry', 'i promise' etc.

## 👉 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 Lynette, 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:** Precise

*Example: Measurable results', '6.2% more sales' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi' (along with the first name)*

**Greeting:** Yes (Say something formal/usual)

*Example: Use standard lines, like 'I hope that you are doing well' etc.*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'*

**Complimentary Close:** Formal

*Example: Something simple like 'Thanks', 'Regards' etc.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on removing doubts

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Lynette is

- *Proof of usage by others in the industry, case studies showing ROI are likely to work the best with them.*

Will you ever get a clear answer from Lynette

- *They are unlikely to say no, it's better to stop yourself once you have exhausted all the options.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Lynette Move?

- *They are some of the slowest movers and take their time reaching decisions.*

Can Lynette Take Some Risk Or Not?

- *They have very low acceptance of risk even if they do not say it directly.*

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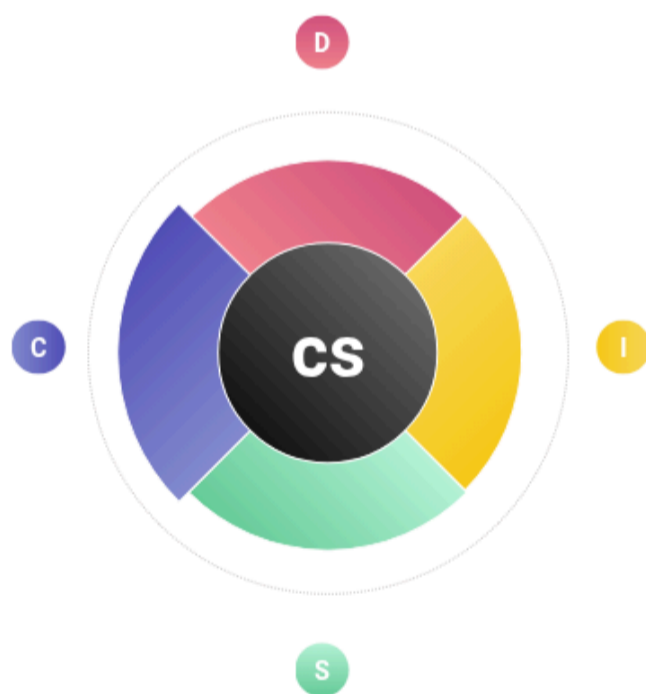
## You And Lynette

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Lynette'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.

### 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.