



MACKENZIE SIMPSON

Enthusiast
DISC Type : i

Business Development Representative at Symetri USA
Philadelphia, Pennsylvania, United States

Overview

Mackenzie has no verified overview

Personality Overview

Story Driven **Amiable & Agreeable** **Non-Confrontational**

Unlike D or C types, they are convinced more by stories and testimonials. They prefer to build relationships rather than staying totally transactional. They are generally friendly, so be careful when relying on their word.

Topics They Care About

Mackenzie has no verified topics they care about

Media Appearances

Mackenzie has no verified media appearances

Work History

- 1-2026
Business Development Representative at Symetri USA
- 8-2025 - 1-2026
Sales Development Representative at Verstela
- 10-2024 - 3-2025
Ticket Sales Specialist at Cardone Training Technologies, Inc.
- 3-2023 - 5-2024
Sales Development Representative at 0 Percent
- 10-2022 - 3-2023
Hostess at The Absinthe Group

Education

Mackenzie has no verified education history

More Information

Social Presence :



Prographics :

Exp : 3 Location : **Philadelphia, Pennsylvania, United States** Job Level : **Junior**

Designation : **Business Development Representative at Symetri USA**

Insights For Selling To Mackenzie

👉 During A Call Or A Meeting

DO's

- Invite them for a lunch or a drink/coffee
- Ask them how their day is going or exchange some other pleasantries
- Speak from experience about success that the product has seen with other customers

DONT's

- Don't push them for a direct 'no', take lack of 'yes' as 'no' after some time
- Don't ask too many questions in one go, weave them into the flow
- Avoid overloading them with too much information

👉 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 Mackenzie, [user_fname] here at [user_companynamewordstwowords] 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: Mackenzie, 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: Personalized, catchy

Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.

Salutation: Yes (Something casual)

Example: Use 'Hi', 'Hey' etc. (along with the first name)

Greeting: Yes (Say something interesting/unusual)

Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Build excitement

Example: Something like 'So John, lets get the ball rolling?'

Complimentary Close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words: Friendly, first-person

Overall Messaging: Focused on the person and relationship

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Mackenzie is

- *Relationship and rapport are valuable for them, but so is proven product value.*

Will you ever get a clear answer from Mackenzie

- *They will hardly ever say a direct no.*

Insights For Deal Planning

How Fast (Or Slow) Will Mackenzie Move?

- *Even when they are constantly engaged, they do not reach decisions quickly.*

Can Mackenzie Take Some Risk Or Not?

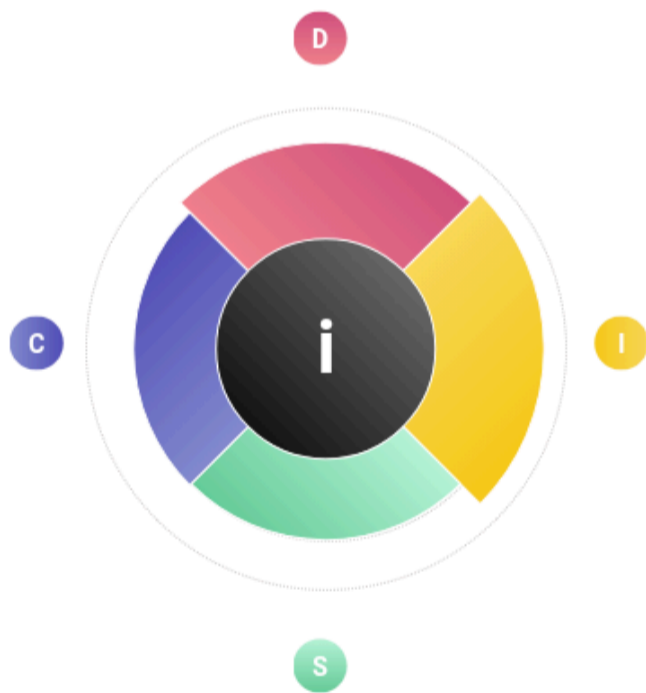
- *They can take some low-probability risks if needed.*

You And Mackenzie

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Mackenzie'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.