



MAKAYLA THOMAS

Enigma
DISC Type : cdi

International Sales Trainer at Devoted Creations
Tampa, Florida, United States

Overview

Makayla Thomas is an International Sales Trainer at Devoted Creations, specializing in product training and sales presentations for the beauty industry. A 2023 graduate of the University of Mississippi with a degree in General Business and a minor in Entrepreneurship, she focuses on building strong connections with salon operators and staff at trade events.

Personality Overview

Fast Follower

Friendly Yet Blunt

Challenger

They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They are generally strong communicators and are not easy to convince. They are likely to ask many questions and look heavily for supporting proof as well as information.

Topics They Care About

Salon Staff Training

Her primary role involves traveling and training salon staff on product lines and sales techniques, an aspect of her job she finds very enjoyable.

Industry Networking

She emphasizes the value of one-on-one networking and making personal connections with salon partners at trade shows.

Tanning & Skincare

Her career is centered in the sun care industry, and she holds a SmartTan Certification, showcasing her expertise in this sector.

Ole Miss Football

As a University of Mississippi alumna, she fondly recalls cheering on the "Rebs" at football games, which she likens to a major social event.

Spontaneous Travel

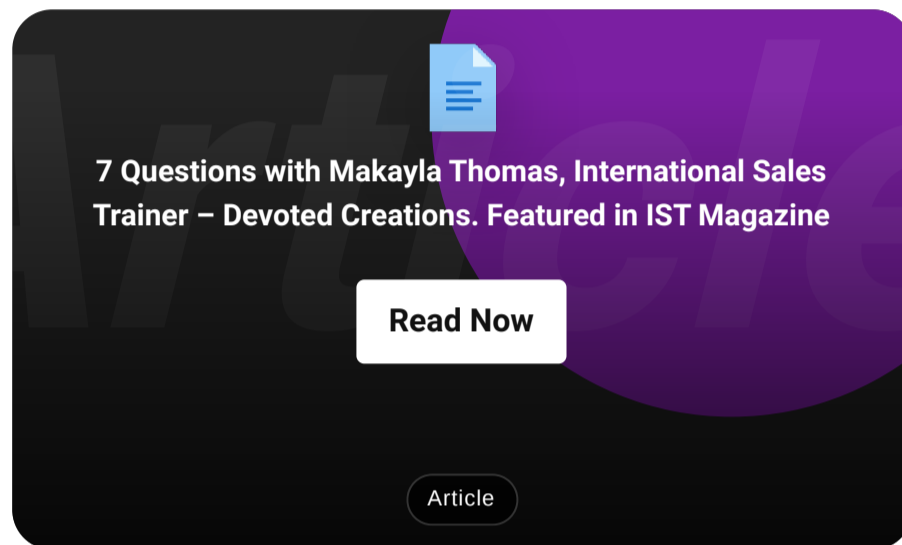
Described by friends as spontaneous, she enjoys fun trips and embraces the travel required for her international training role.

Entrepreneurship

She pursued an Entrepreneurship minor at university, suggesting a foundational interest in business creation and strategy. [Predicted]



Media Appearances



Work History

- 3-2024
International Sales Trainer at Devoted Creations
- 7-2023 - 2-2024
Account Executive at Sunbelt Staffing
- 1-2021 - 7-2023
Store Manager at Oxford Super Tan Inc
- 5-2020 - 8-2020
Playa Bowls at Playa Bowls
- 6-2018 - 8-2019
Quick Tans Front Desk Receptionist at Quick Snips II Salon and Spa

Education

- 8-2021 - 5-2023
Entrepreneurship Minor from University of Mississippi
- 2019 - 2023
B.A. General Business from University of Mississippi

More Information

Social Presence :



Prographics :

Exp : **6** Location : **Tampa, Florida, United States** Job Level : **N/A**

Designation : **International Sales Trainer at Devoted Creations**

Insights For Selling To Makayla

👉 During A Call Or A Meeting

DO's

- Let them lead the discussion, create opportunities for them to speak if they are not very forthcoming
- Be prepared for a mix of questions and inquisitiveness, answer them in the tone in which they have been asked
- Use phrases like 'clear evidence', 'data-based results' etc.

DONT's

- Don't rely excessively on your relationship with them to win the deal even if you come to form one
- Avoid long presentations and just 'high-level' value proposition, dive into the details
- Don't try to rush them into a decision, provide all necessary information first

👉 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 Makayla, 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: To the point, measured

Example: Will this work?', '6.2% revenue impact' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

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

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

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

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

Example: Less than 100 words

👉 While Negotiating & Closing

The secret to closing fast with Makayla is

- *Proven value, strong objective evidence are important for them, rapport can impact decisions a little.*

Will you ever get a clear answer from Makayla

- *They are practical and friendly, but can give a clear response with a little prodding*

Insights For Deal Planning

How Fast (Or Slow) Will Makayla Move?

- *They like to be detailed, so unless they develop strong conviction, they can take their time to arrive at decisions*

Can Makayla Take Some Risk Or Not?

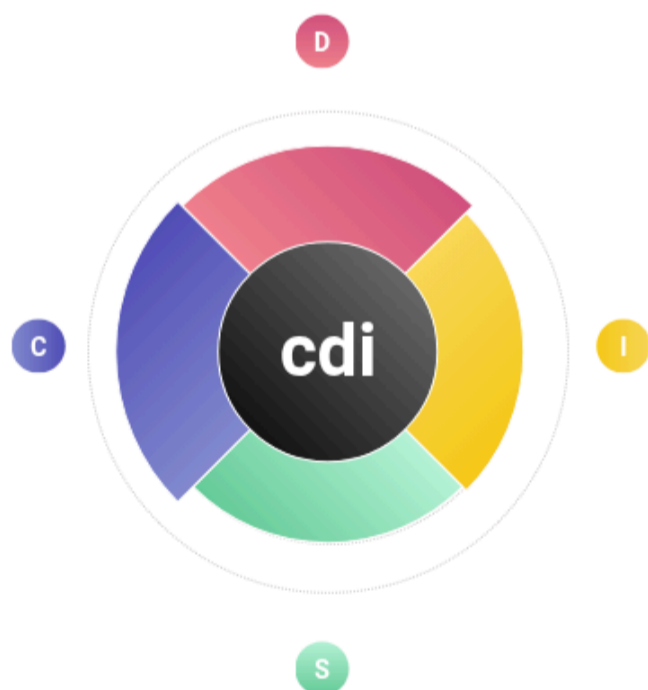
- *They evaluate their decisions systematically and do not take risks that often, unless you can get them to develop strong conviction*

You And Makayla

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Makayla'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.

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.

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.