



MARBEN CAYANONG

Observer
DISC Type : ic

Fraud Manager at Synchrony
Philippines

Overview

Marben has no verified overview

👉 Personality Overview

Example Seeker Curious Assertive

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

👉 Topics They Care About

Marben has no verified topics they care about

Media Appearances

Marben has no verified media appearances

Work History

- 10-2023
Fraud Manager at Synchrony
- 10-2020 - 10-2023
Customer Service Manager at Synchrony
- 4-2019 - 10-2020
Customer Experience Specialist at Synchrony
- 9-2017 - 4-2019
Customer Engagement Expert at Synchrony
- 7-2015 - 3-2017
Community Support Agent at eBay

Education

- 2007 - 2011
Bachelor of Science in Business Administration
Major in Financial Management from University of San Jose-Recoletos
- 1999 - 2006
High School from Saint Peter's College of Ormoc

More Information

Social Presence :



Prographics :

Exp : **12** Location : **Philippines** Job Level : **Middle** Designation : **Fraud Manager at Synchrony**

Insights For Selling To Marben

👉 During A Call Or A Meeting

DO's

- Help them realize that there is no personal risk in making this decision
- Invite them for a social do but don't rely solely on the relationship
- Build rapport, it will come handy to handle hard questions later

DONT's

- Don't rely excessively on your relationship with them to win the deal
- Don't try to rush them into a decision, provide all necessary information first
- Don't be too objective but make sure to pad your storytelling with data points

👉 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 Marben, [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: Marben, 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: Exciting but objective

Example: Making it personalized', 'Changing how to sell' etc.

Salutation: Yes (Something usual)

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

Greeting: No

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

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Logically summarize, keep high energy

Example: Something like 'If these points make it clear, lets wrap this up at 11am?'

Complimentary Close: Unique or standard

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Confident, informational

Overall Messaging: Focused on generating excitement while staying objective

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Marben is

- *Proven value, strong testimonials are important to them, relationships will have some weightage.*

Will you ever get a clear answer from Marben

- *They are practical yet friendly, don't expect a clear no very often.*

Insights For Deal Planning

How Fast (Or Slow) Will Marben Move?

- *They like to analyze well and can take their time to reach any decisions.*

Can Marben Take Some Risk Or Not?

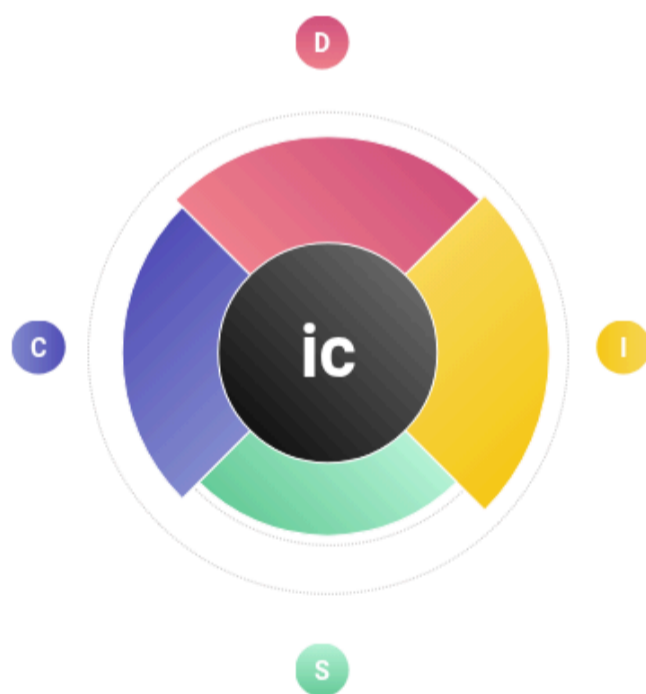
- *They evaluate their decisions systematically and are less likely to take risks.*

You And Marben

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Marben'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.

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.