



MARC MATTHIJS

Sharpshooter
DISC Type : CD

Global Advisory Board Member at Virtual Advisory Board (VAB)
Zürich Metropolitan Area, Switzerland

Overview

Marc has no verified overview

Personality Overview

Thorough Evaluator

Rigorous & Demanding

Precise But Practical

They are less concerned about the product and more about its potential impact. They put a lot of effort into ensuring personal success. They respond well to strong and respectful communication.

Topics They Care About

Marc has no verified topics they care about

Media Appearances

Marc has no verified media appearances

Work History

- 5-2025
Global Advisory Board Member at Virtual Advisory Board (VAB)
- 3-2025
Board Community Member at Board Owl
- 10-2024
Interim Chief Financial Officer at Matthijs Consulting GmbH
- 7-2024
Startup Judge and Mentor at MassChallenge Switzerland
- 4-2020 - 9-2024
Chief Financial Officer at TRI Dental Implants Int. AG

Education

- 8-2019 - 12-2019
Corporate Governance Certificate - New Concepts for the Board from Swiss Board School - International Center for Corporate Governance
- 2020 - 2020
Digital Disruption Global Leadership Certification from IMD

More Information

Social Presence :



Prographics :

Exp : 5 Location : Zürich Metropolitan Area, Switzerland Job Level : Leadership

Designation : Global Advisory Board Member at Virtual Advisory Board (VAB)

Insights For Selling To Marc

👉 During A Call Or A Meeting

DO's

- When negotiating terms, help them build an impression that they are the ones calling the shots
- Help them weigh the risks by sharing objective proof points without becoming too analytical
- Make sure that you circle back fast on any action items, it wins their trust

DONT's

- Do not spend too much time focusing on product tech or features
- Don't take too much time in sending them information if they ask for any
- Avoid being too verbose

👉 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 Marc, 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 Marc is

- *Confidence in impact is paramount to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Marc

- *If they are not convinced, they will have no hesitation in telling you the same.*

Insights For Deal Planning

How Fast (Or Slow) Will Marc Move?

- *If convinced, they can reach decisions quite fast.*

Can Marc Take Some Risk Or Not?

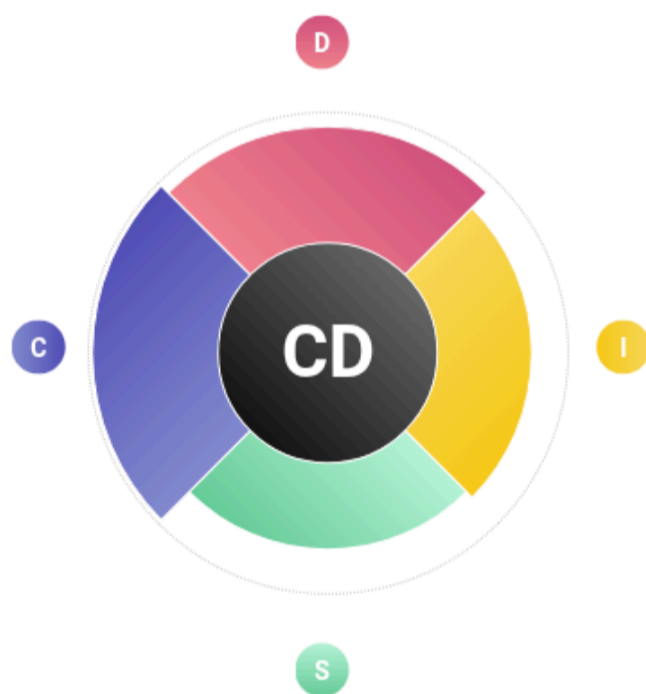
- *They do not shy away from taking risks, but can be quite binary about them.*

You And Marc

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Marc'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.