



MARCELA VAN HEFTY

Enigma
DISC Type : idc

Loan Morgage Originator at DHI Mortgage
Pensacola Metropolitan Area, United States

Overview

Marcela has no verified overview

👉 Personality Overview

- Hard To Convince
- Friendly Yet Blunt
- Challenger

They are likely to ask many questions and look heavily for supporting proof as well as information. 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.

👉 Topics They Care About

Marcela has no verified topics they care about

Media Appearances

Marcela has no verified media appearances

Work History

- 1-2017
Loan Morgage Originator at DHI Mortgage
- 1-2017 - 11-2024
Loan Processor/ Loan Officer Assistant- Lincensed at DHI Mortgage

Education

- 1997 - 2002
Bachelor's degree from Inter American University

More Information

Social Presence :



Prographics :

Exp : 8 Location : Pensacola Metropolitan Area, United States Job Level : N/A

Insights For Selling To Marcela

👉 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
- Build rapport slwly without rushing, it will come handy to handle hard questions later

DONT's

- Don't rely excessively on your relationship with them to win the deal even if you come to form one
- Don't try to rush them into a decision, provide all necessary information first
- Don't brush off any concerns, take all questions seriously. They are easily deterred

👉 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 Marcela, [user_fname] here at [user_companynamewithfirsttwowords] 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: Marcela, 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, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

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

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

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

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Marcela is

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

Will you ever get a clear answer from Marcela

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

Insights For Deal Planning

How Fast (Or Slow) Will Marcela Move?

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

Can Marcela Take Some Risk Or Not?

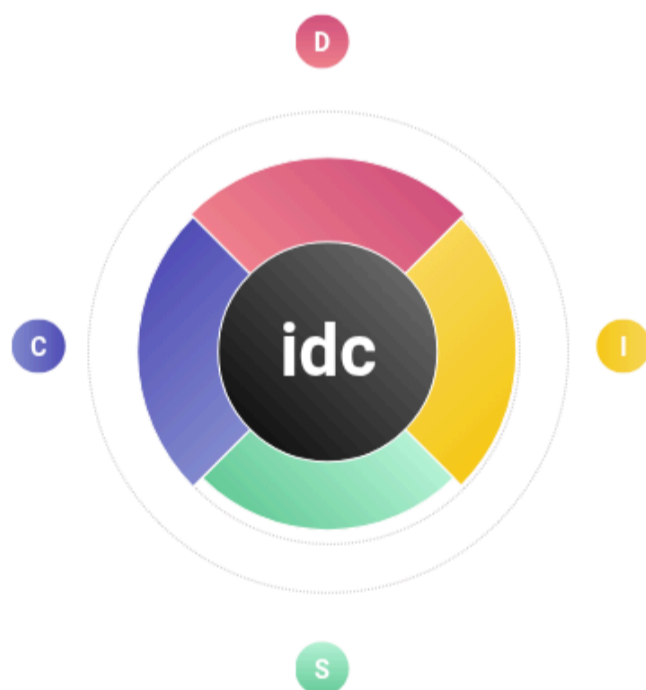
- *They evaluate their decisions systematically and do not take risks that often, unless you can get them to develop strong conviction*

You And Marcela

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Marcela'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.

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.

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.