



MARCUS HOWARD

Examiner
DISC Type : sc

President/Owner at Howard Custom Transfers, Inc.
Elgin, Illinois, United States

Overview

Marcus has no verified overview

👉 Personality Overview

Tough To Convince Unexpressive Late Adopter

They are quite aware of their needs and limitations, so they are unlikely to over-promise. They are heavily focused on quality and prefer doing things the right way, even if it takes time. They do not like taking risks at all and go for proven options in the end.

👉 Topics They Care About

Marcus has no verified topics they care about

Media Appearances

Marcus has no verified media appearances

Work History

- 6-2023
President/Owner at Howard Custom Transfers, Inc.
- 3-2022 - 6-2023
Chief Customer Officer at Howard Custom Transfers, Inc.
- 1-2012 - 3-2022
Sales Customer Service Manager at Howard Custom Transfers, Inc.

Education

- 8-2000 - 12-2004
Bachelor of Science - BS from Indiana State University

More Information

Social Presence :



Prographics :

Exp : 13 Location : **Elgin, Illinois, United States** Job Level : **N/A**

Designation : **President/Owner at Howard Custom Transfers, Inc.**

Insights For Selling To Marcus

👉 During A Call Or A Meeting

DO's

- First of all, focus on building their confidence by sharing examples, case studies etc.
- Ask them which other stakeholders would be important for this purchase decision
- Be firm in your communication and stay in control

DONT's

- Don't be very accepting if that is your natural style, stay firm
- Don't rely on relationship building even if they act pleasantly
- Don't use phrases like 'do not worry', 'i promise' etc.

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Marcus, how are you? This is [user_fname] at [user_companynamewordstwowords].

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

Ask: Marcus, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 When Writing An Email

Subject: Precise

Example: Measurable results', '6.2% more sales' etc.

Salutation: Yes (Something formal)

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

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'I hope that you are doing well' etc.

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'

Complimentary Close: Formal

Example: Something simple like 'Thanks', 'Regards' etc.

Tone of Words: Objective, informational

Overall Messaging: Focused on removing doubts

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Marcus is

- *Proof of usage by others in the industry, case studies showing ROI are likely to work the best with them.*

Will you ever get a clear answer from Marcus

- *They are unlikely to say no, it's better to stop yourself once you have exhausted all the options.*

Insights For Deal Planning

How Fast (Or Slow) Will Marcus Move?

- *They are some of the slowest movers and take their time reaching decisions.*

Can Marcus Take Some Risk Or Not?

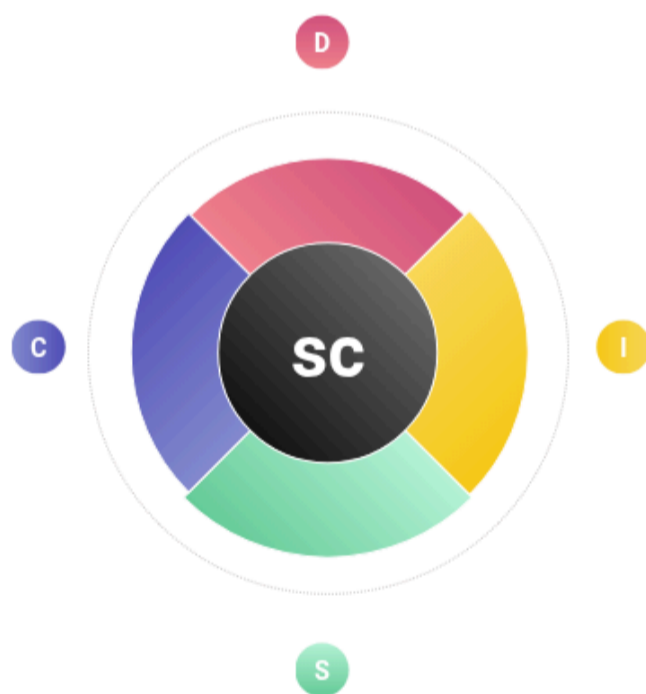
- *They have very low acceptance of risk even if they do not say it directly.*

You And Marcus

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Marcus's Key Traits



STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.

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.