



MARIA Z.

Examiner
DISC Type : sc

Co-Founder at Avenir AI
San Francisco, California, United States

Overview

Maria has no verified overview

Personality Overview

Overcautious

Tough To Convince

Unexpressive

The only way to convince them is by showing them examples and ample proof. They tend to be clear about their needs and limitations and are unlikely to promise too much. They are heavily focused on quality and prefer doing things the right way, even if it takes time.

Topics They Care About

Maria has no verified topics they care about

Media Appearances

Maria has no verified media appearances

Work History

- 4-2025
Co-Founder at Avenir AI
- MIT delta v Fellowship at Martin Trust Center for MIT Entrepreneurship
- Digital Health Researcher at UMass Memorial Health
- Private Equity at CVC Capital Partners
- M&A TMT at Rothschild & Co

Education

- Master's degree from Massachusetts Institute of Technology
- Master in Management/Grande Ecole from HEC Paris

More Information

Social Presence :



Prographics :

Exp : 1 Location : **San Francisco, California, United States** Job Level : **Leadership** Designation : **Co-Founder at Avenir AI**

Insights For Selling To Maria

👉 During A Call Or A Meeting

DO's

- Expect them to be vague in response to your questions, ask firmly and pointedly
- 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

DONT's

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

👉 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 Maria, 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: Maria, 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 Maria is

- For them, low risk and acceptance by others are very important, followed by proof of ROI.

Will you ever get a clear answer from Maria

- Often, they don't say no, or keep going about it in circles.

Insights For Deal Planning

How Fast (Or Slow) Will Maria Move?

- They do not like to take decisions in a hurry, so they could be slow in making their mind up.

Can Maria Take Some Risk Or Not?

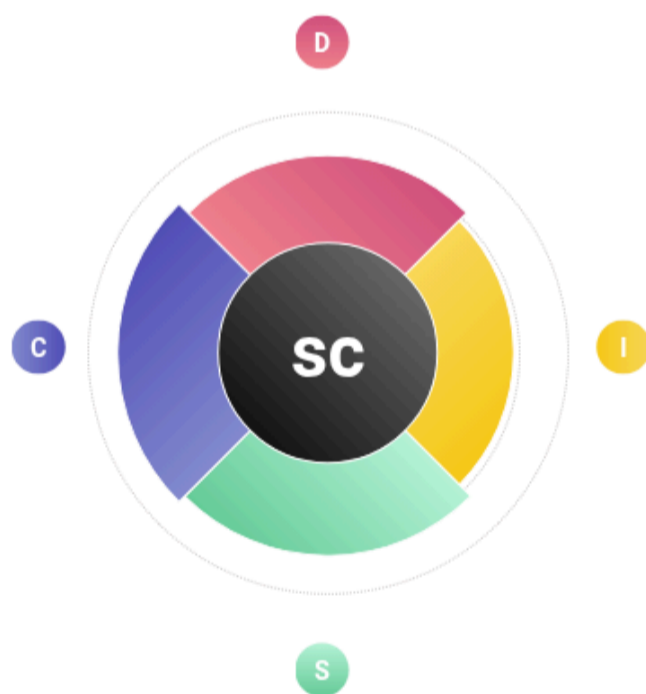
- They are low on risk-appetite and prefer to make informed decisions.

You And Maria

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Maria'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.