



MARIE LIBRIZZI

Questioner
DISC Type : c

Account Executive at Clear Channel Outdoor
Pewaukee, Wisconsin, United States

Overview

Marie has no verified overview

👉 Personality Overview

Price-Sensitive Not Easily Convinced Value Seeker

It is quite likely of them to ask for pricing or other concessions. They prefer to analyze every situation thoroughly. They generally do not appreciate an overfriendly approach and prefer to stay to-the-point.

👉 Topics They Care About

Marie has no verified topics they care about

Media Appearances

Marie has no verified media appearances

Work History

- 11-2010 - 8-2024
Account Executive at Clear Channel Outdoor
- 11-2008 - 11-2010
Account Executive at Weigel Broadcasting
- 5-2006 - 12-2023
Owner at Pump House Promotions
- Account Executive at Clear Channel Radio

Education

- 1993 - 1996
Bachelor of Science (BS) from Cardinal Stritch University
- 1986 - 1990
Education details unavailable from Nicolet High School

More Information

Social Presence :



Prographics :

Exp : 18 Location : Pewaukee, Wisconsin, United States Job Level : N/A

Designation : Account Executive at Clear Channel Outdoor

Insights For Selling To Marie

👉 During A Call Or A Meeting

DO's

- Share as much information as possible regarding your product
- Emphasize on objective proof of ROI, help them do a thorough evaluation
- Back up any claims with data and numbers

DONT's

- Don't try to be too friendly or informal with them
- Avoid phrases like 'do not worry about', 'no one compares to' etc.
- Don't depend too much on anecdotal evidence, it reduces their confidence

👉 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 Marie, 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: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

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

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

Example: Something simple like 'Thanks', or nothing at all.

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Marie is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Marie

- *It doesn't come naturally to them but they can say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Marie Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Marie Take Some Risk Or Not?

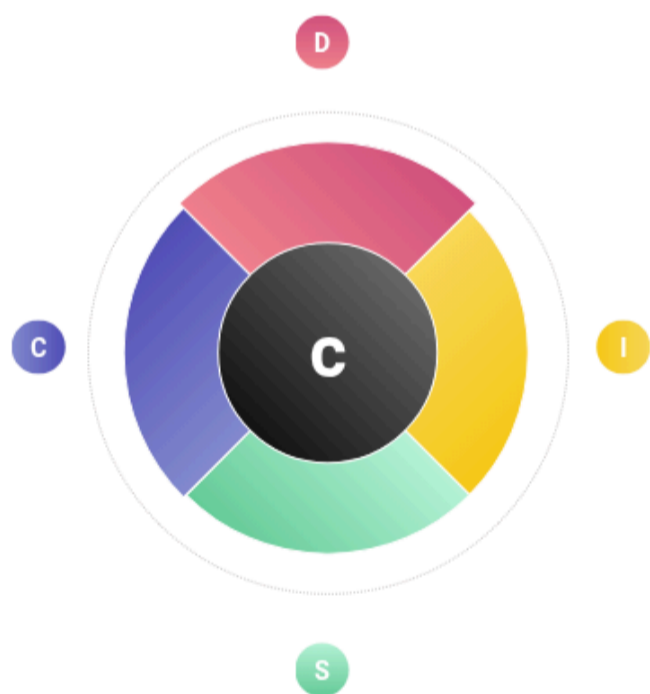
- *They can take risk if they are convinced that they have analyzed the circumstances well.*

You And Marie

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Marie'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.