



MARK APICELLA

Researcher
DISC Type : Cs

Head of audio at Bumblebee Post Production
London, England, United Kingdom

Overview

Mark has no verified overview

👉 Personality Overview

Soft Communicator

Detail Oriented

Self-Disciplined

The only way to convince them is by showing them examples and ample proof. They are always well-planned and adopt a systematic approach. Being observant comes to them naturally.

👉 Topics They Care About

Mark has no verified topics they care about

Media Appearances

Mark has no verified media appearances

Work History

- 2-2024 - 1-2026
Head of audio at Bumblebee Post Production
- 7-2016 - 12-2019
Dubbing Mixer at Amazon Audible
- 3-2013 - 1-2020
Sound Supervisor/Dubbing Mixer/Audio Consultant at ITN Productions
- 3-2012 - 7-2016
Head of Post Production at SSR London
- 8-2010
Sound Editor, Foley Recordist, Re Recording Mixer, ADR Recordist/Mixer at Freelance

Education

- 1999 - 2003
BA Hons from liverpool institute for performing arts
- 1993 - 1999
Education details unavailable from Purcell School of Music

More Information

Social Presence :



Prographics :

Exp : **11** Location : **London, England, United Kingdom** Job Level : **N/A**

Designation : **Head of audio at Bumblebee Post Production**

Insights For Selling To Mark

👉 During A Call Or A Meeting

DO's

- Use a presentation with information before getting into a live product walkthrough
- If they are not asking many questions, nudge them to ask questions rather than just starting to talk yourself
- Share a one-off customer success story but keeps the focus on highlighting objective, numerical results

DONT's

- Avoid phrases like 'trust me', 'you will just love it' etc.
- Do not sound overly eager, modulate your energy levels especially if you are generally enthusiastic
- Don't ask them to move fast, let them take their time and digest all the information

👉 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 Mark, 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: 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 Mark 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 Mark

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

Insights For Deal Planning

How Fast (Or Slow) Will Mark Move?

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

Can Mark Take Some Risk Or Not?

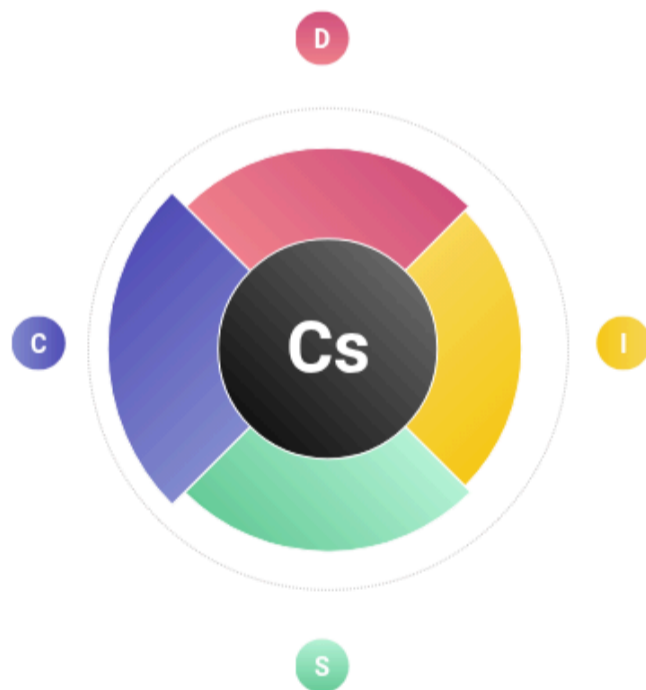
- They are low on risk-appetite and prefer to make informed decisions.

You And Mark

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Mark'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.

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.