



MARK COLA

Collaborator
DISC Type : si

Regional Marketing Manager at NeuroRestorative
Exton, Pennsylvania, United States

Overview

Mark has no verified overview

👉 Personality Overview

Consensus Builder **Fair-minded** **Appreciative**

They are more likely to go for proven solutions. Win-win scenarios can appeal strongly to them. Unlike D or C types, they are calm as well as friendly and can give the impression of being more receptive than they actually are.

👉 Topics They Care About

Mark has no verified topics they care about

Media Appearances

Mark has no verified media appearances

Work History

- 8-2025
Regional Marketing Manager at NeuroRestorative
- 1-2024 - 8-2025
Clinical Liaison at NeuroRestorative
- 10-2021 - 1-2024
Clinical evaluator at Sevita
- 3-2020 - 1-2024
Director Of Business Development at Neurorestorative Pennsylvania
- 1-2019 - 3-2020
Director of Outreach and Referrals at Main Line Rehabilitation Associates, Inc

Education

- 1993 - 1997
Bachelor's degree from Randolph-Macon College

More Information

Social Presence :



Prographics :

Exp : **11** Location : **Exton, Pennsylvania, United States** Job Level : **Middle**

Designation : **Regional Marketing Manager at NeuroRestorative**

Insights For Selling To Mark

👉 During A Call Or A Meeting

DO's

- When asking them questions, sound relatable and informal
- Take time to make them feel comfortable before getting to the main pitch
- Use testimonials, case studies to show them why it is a low-risk, high-value decision

DONT's

- Avoid unnecessary confrontation if it arises incidentally
- Don't push them to make decisions very fast, let them take their time
- Don't ask too many questions that sound too dry and objective

👉 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 Mark, 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: Mark, 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: Personalized, clear

Example: John, let's close this tomorrow?', 'You will get this!' etc.

Salutation: Yes (Something formal)

Example: Use 'Hi', 'Hello' etc. (along with the first name)

Greeting: Yes (Say something usual)

Example: Say something usual and friendly, like 'It's a real pleasure'

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Close on a positive note

Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'

Complimentary Close: Unique, pleasant

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

Tone of Words: Friendly, exciting

Overall Messaging: Focused on social proof

Length of Mail: Medium

Example: Ideally upto 130-150 words

👉 While Negotiating & Closing

The secret to closing fast with Mark is

- *Relationships can play a major role, followed by low risk and strong market validation.*

Will you ever get a clear answer from Mark

- *They are not very direct, and unlikely to say no to your face.*

Insights For Deal Planning

How Fast (Or Slow) Will Mark Move?

- *They can take their time to make decisions, even if they are constantly involved and friendly.*

Can Mark Take Some Risk Or Not?

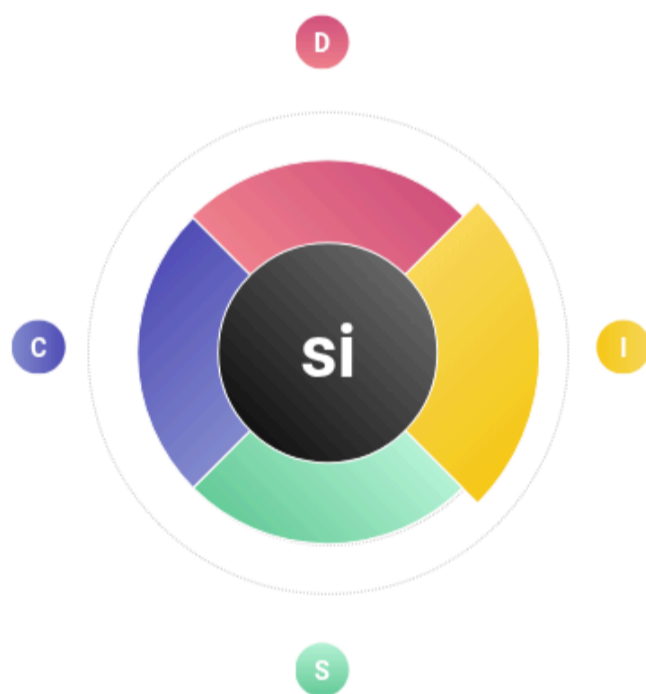
- *It is unlikely that they will take many risks.*

You And Mark

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Mark'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.

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.