



## MARK MEROLA

**Doer**  
DISC Type : ds

**Growth & Revenue Consultant at Prestige Towel & Supply Co.**  
New York, New York, United States

### Overview

Mark is a nationally recognized senior sales executive specializing in B2B growth, new logo acquisition, and multi-million dollar revenue generation. A 7-time Presidents Club award winner, he is described by colleagues as having a rare mix of professionalism, grit, and a positive attitude. He holds a Bachelor of Business Administration from Coastal Carolina University.

Outside of his professional life, Mark is a proud family man who recently welcomed his daughter. He is also a vocal supporter of his alma maters sports teams, the Coastal Carolina Chanticleers. He has also expressed that its a privilege to work for a company that values giving back to the community during the holidays.

He once jokingly posted that he was already teaching his newborn daughter the ABCs of sales: "Always Be Closing! "

### Personality Overview

**Long-term Focused**

**Deliberate Doer**

**Fast-paced**

They are very professional in their approach and can weigh multiple perspectives together. They might take some time to make their mind up but once they do, they don't change it easily. They exhibit a rare combination of being result-oriented but patient at the same time.

### Topics They Care About

#### **B2B Growth Strategy**

His career is focused on driving B2B growth and advising on go-to-market strategies for enterprise and major accounts.

#### **New Client Acquisition**

A core theme in his experience is his focus on acquiring new logos and closing multi-million dollar contracts in competitive markets.

#### **Audio Branding**

In a previous role, he actively promoted the value of audio branding and cloud communication solutions to New York-based businesses.

### Being a Girl Dad

He recently celebrated the birth of his daughter in January 2024, highlighting the importance of family in his life.

### Coastal Carolina Football

He shows public support for his alma mater's football team, the Coastal Carolina Chanticleers.

### New York Giants

[Predicted] Based on his long-term career focus in the New York metropolitan area, he likely follows local professional sports teams.



## Media Appearances

Mark has no verified media appearances

## Work History

- 1-2026  
Growth & Revenue Consultant at Prestige Towel & Supply Co.
- 6-2023 - 6-2025  
Business Development Manager at PHMG
- 12-2020 - 6-2023  
Enterprise Major Account Manager at Cintas
- 6-2018 - 12-2020  
Senior Sales Executive at Cintas
- 4-2010 - 6-2018  
Uniform and Facility Services Sales Representative at Cintas

## Education

- Bachelor of Business Administration (B.B.A.) from Coastal Carolina University

## More Information

### Social Presence :



### Prographics :

Exp : **15** Location : **New York, New York, United States** Job Level : **Mid-senior**

Designation : **Growth & Revenue Consultant at Prestige Towel & Supply Co.**

# Insights For Selling To Mark

## 👉 During A Call Or A Meeting

### DO's

- Come across as a trustworthy professional and be respectful, they usually know their game
- Use phrases like 'your team deserves', 'best in class' etc.
- Let them know of potential risks but suggest mitigation methods alongside

### DONT's

- Don't get into pricing discussions early on, steer conversation towards proven results
- Don't take their patience for granted, avoid long-winding sermons
- Don't focus too much on mutual contacts or bother about other stakeholders, focus on them

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Confident style, with a mix of informality and formality gets their attention.

**Pace:** Speak slightly fast. Sound like a 'gets shit done' person.

**Tone:** Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

**Tactics To Win:** Strong words, focus on results, respectful confidence

**Mistakes To Avoid:** Apologizing, nervousness, information overload, social proof

**Making The Ask:** Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

**Subconscious Driver:** Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

### Script

**Greeting:** Mark, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

**Introduction:** We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

**Ask:** Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

**Close:** [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect\_email] works well?

## 👉 When Writing An Email

**Subject:** To the point, formal

*Example: Personalized sales funnel', 'Sales conversion' etc.*

**Salutation:** No

*Example: Skip 'Hi', 'Hey' etc., use only the first name*

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Formally state your ask

*Example: Something like 'If you are available tomorrow, shall we discuss this?'*

**Complimentary Close:** None or standard

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

**Tone of Words:** Confident with a formal touch

**Overall Messaging:** Focused on output

**Length of Mail:** Short

*Example: Maximum upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Mark is

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Mark

- *They will say no if they are not convinced but you will have to prompt them.*

## Insights For Deal Planning

How Fast (Or Slow) Will Mark Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Mark Take Some Risk Or Not?

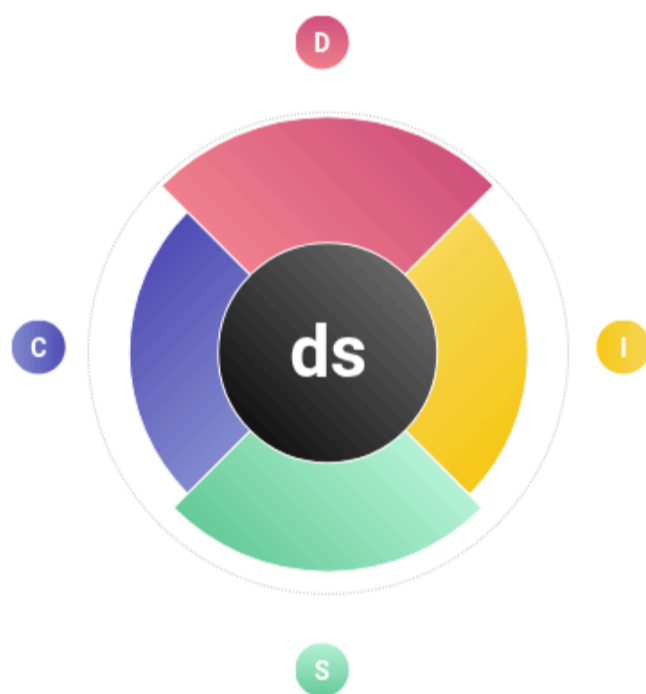
- *They have good risk tolerance but are likely to think it through once or twice.*

## You And Mark

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Mark's Key Traits



### **DOMINANCE**

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

### **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.