



MARK MORSCH

Energizer
DISC Type : I

Senior Vice President Technology and Operations at Parsley360
San Diego, California, United States

Overview

Mark has no verified overview

Personality Overview

Enthusiastic

Full Of Energy

Big Picture Person

They are always positive and upbeat, so take their promises with a pinch of salt. They are not always early adopters but can be persuaded by leveraging strong relationships. They are friendly, approachable and love to make new connections.

Topics They Care About

Mark has no verified topics they care about

Media Appearances

Mark has no verified media appearances

Work History

- 6-2024
Senior Vice President Technology and Operations at Parsley360
- 2-2023
Strategic Advisor - NLP/AI at Inspirata
- 1-2022
Member at PrediqTank
- 7-2021
Healthcare Strategic Advisor at Self-employed
- 10-2010 - 7-2021
Vice President of Technology at Optum

Education

- MS & BS from Clarkson University

More Information

Social Presence :



Prographics :

Exp : **32** Location : **San Diego, California, United States** Job Level : **Leadership**

Designation : **Senior Vice President Technology and Operations at Parsley360**

Insights For Selling To Mark

👉 During A Call Or A Meeting

DO's

- Talk anecdotally about the customer experience that your product offers
- Invite them for a lunch or a drink/coffee
- Speak enthusiastically with energy, maintain a clear and confident tone

DONT's

- Avoid cutting into their flow
- Don't be too formal, focus on building comfort and trust
- Avoid overloading them with too much detail

👉 When Cold Calling

Insights

Pattern Interrupt: Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

Pace: Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

Tone: Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

Tactics To Win: Giving social proof, personal rapport, usage of superlatives, repeating their name.

Mistakes To Avoid: Information overload, use of negations

Making The Ask: Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

Subconscious Driver: They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

Script

Greeting: Hey Mark, [user_fname] here at [user_companynamewithfirsttwowords] calling you this morning/evening!

Opener: Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

Introduction: We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

Ask: Mark, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

Close: So morning at around [time] next [tuesday], shall we say? And is it [prospect_email]? Don't want to get that wrong you know!

👉 When Writing An Email

Subject: Personalized, catchy

Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.

Salutation: Yes (Something casual)

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

Greeting: Yes (Say something interesting/unusual)

Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Build excitement

Example: Something like 'So John, lets get the ball rolling?'

Complimentary Close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words: Friendly, first-person

Overall Messaging: Focused on the person and relationship

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Mark is

- *Relationship and rapport can play an important role, sometimes more than the other factors.*

Will you ever get a clear answer from Mark

- *They will probably never say no directly, you have to make that decision yourself.*

Insights For Deal Planning

How Fast (Or Slow) Will Mark Move?

- *They are not the quickest decision makers, their friendly attitude could be misleading.*

Can Mark Take Some Risk Or Not?

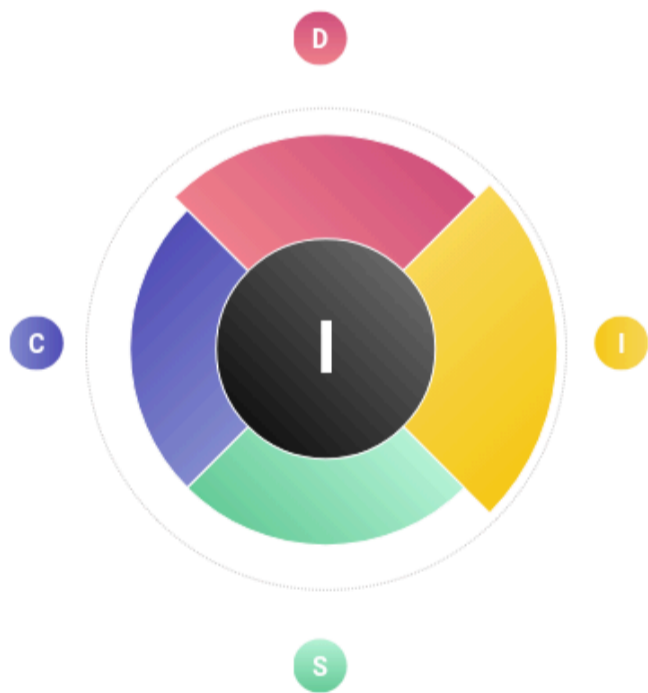
- *They may take certain risks that they deem unlikely of personal repercussions.*

You And Mark

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Mark's Key Traits



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.