



MARY COSTA

Go-getter
DISC Type : d

Chief Strategy, Marketing & Comms. Officer at First Responders Children's Foundation
New York, New York, United States

Overview

Mary has no verified overview

👉 Personality Overview

Self-Confident Decisive Fast-Paced

They respond well to confident salespeople. They focus on objectivity in a pitch and pay little attention to bells and whistles. They can be nudged to make faster decisions by offering what they value.

👉 Topics They Care About

Mary has no verified topics they care about

Media Appearances

Mary has no verified media appearances

Work History

- 3-2025
Chief Strategy, Marketing & Comms. Officer at First Responders Children's Foundation
- 7-2024 - 2-2025
Vice President, Marketing & Communications at First Responders Children's Foundation
- 7-2024
Marketing Advisor at Better & Better
- 3-2024 - 7-2024
Marketing Strategy Consultant at First Responders Children's Foundation
- 9-2019 - 7-2024
Chief Marketing Officer at Better & Better

Education

- Bachelor of Arts (BA) from Vanderbilt University
- American Express Leadership Academy from American Express and Center for Creative Leadership

More Information

Social Presence :



Prographics :

Exp : **N/A** Location : **New York, New York, United States** Job Level : **N/A**

Designation : **Chief Strategy, Marketing & Comms. Officer at First Responders Children's Foundation**

Insights For Selling To Mary

👉 During A Call Or A Meeting

DO's

- Make sure that you you respond to any queries from them quickly
- Ask them questions confidently while doing discovery, don't be apologetic
- Highlight the competitive differentiation of your product

DONT's

- Don't try to be an alpha salesperson, give them equal space
- Refrain from asking too many questions
- Do not give up if they are not convinced, try again with a different approach

👉 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: Mary, 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

Example: Personalization', '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: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Skip 'Warm regards', 'Best wishes' etc., just write your name

Tone of Words: Confident, challenging

Overall Messaging: Focused on results

Length of Mail: Very Short

Example: Less than 75 words

👉 While Negotiating & Closing

The secret to closing fast with Mary is

- *Confidence in the product plays an important role, followed by powerful testimonials.*

Will you ever get a clear answer from Mary

- *They might hesitate a little, but they will say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Mary Move?

- *Their decision making speed is somewhere in the middle.*

Can Mary Take Some Risk Or Not?

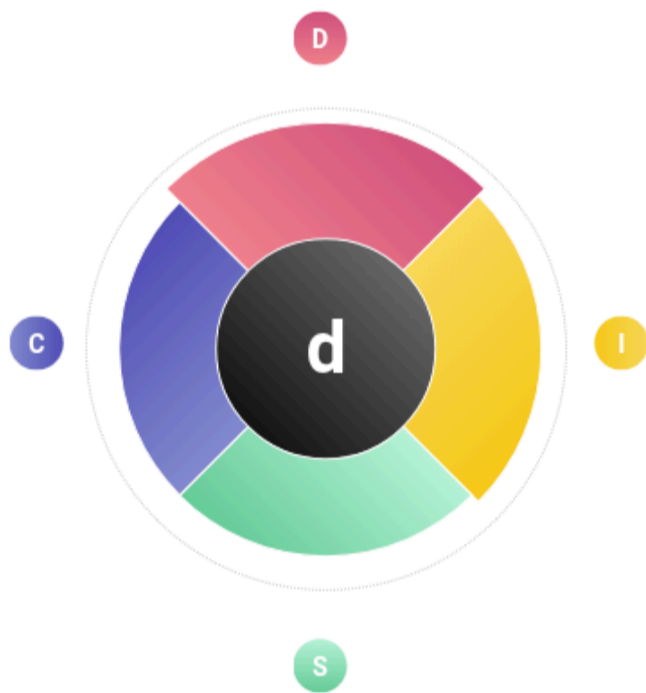
- *Once they have analyzed the pros and cons, they can take some risks.*

You And Mary

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Mary'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.