



# MARY STRENGTH

**Judge**  
DISC Type : Dc

**Director, Marketing at AssuranceAmerica**  
Atlanta, Georgia, United States

## Overview

Mary has no verified overview

### 👉 Personality Overview

Features Driven

Objective Thinker

Demanding

They like to be in a position where they can control the conversation and terms. They are very proud of what they do. They respond better to strong and respectful interactions.

### 👉 Topics They Care About

Mary has no verified topics they care about

## Media Appearances

Mary has no verified media appearances

## Work History

- 12-2025  
Director, Marketing at AssuranceAmerica
- 1-2025 - 12-2025  
Fractional Marketing Consultant at Spicy & Co.
- 10-2020 - 10-2024  
Director, Marketing - Advertising, Brand Strategy & User Experience at The General®
- 11-2018 - 10-2020  
Sr. Manager, Marketing - Brand Strategy & User Experience at The General®
- 12-2016 - 11-2018  
Sr. UX/UI Researcher & Designer at The General®

## Education

- 4-2024 - 7-2024  
Mini MBA from MiniMBA
- BFA from Fairleigh Dickinson University

## More Information

Social Presence :



Prographics :

Exp : **13** Location : **Atlanta, Georgia, United States** Job Level : **Mid-senior**

Designation : **Director, Marketing at AssuranceAmerica**

## Insights For Selling To Mary

### 👉 During A Call Or A Meeting

#### DO's

- Be respectful but crisp
- Hold your ground without indulging in one-upmanship
- Speak about competitive differentiation that your product offers

#### DONT's

- Avoid being too verbose
- Don't try too hard to forge relationships with them
- Do not hesitate from asking counter questions, just avoid challenging their authority

## 👉 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, measured

*Example: Will this work?', '6.2% revenue impact' etc.*

**Salutation:** No

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

**Greeting:** No

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

**Tone of Words:** Confident, direct

**Overall Messaging:** Focused on measurable results

**Length of Mail:** Very Short

*Example: Less than 100 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Mary is

- *Conviction around the impact matters the most to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Mary

- *If they are not convinced, they will say no without any hesitation.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Mary Move?

- *They can take decisions very fast if you manage to convince them.*

Can Mary Take Some Risk Or Not?

- *The risks don't matter much to them.*

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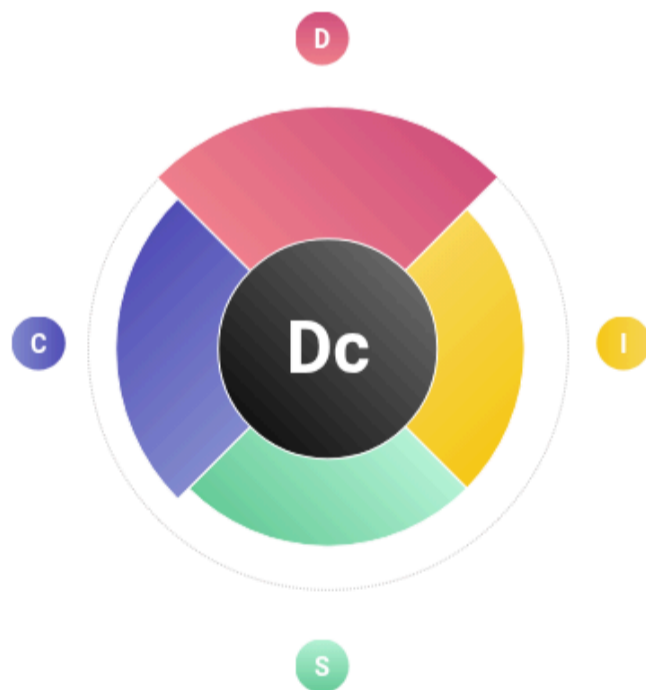
## You And Mary

### Personality Compatibility

Not enough data to show compatibility comparison

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## 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.

### **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.