



MASON ALLEN

Go-getter
DISC Type : d

Head of Revenue & Partnerships at Reality Defender
New York, New York, United States

Overview

Mason has no verified overview

👉 Personality Overview

Self-Confident **Fast-Paced** **Decisive**

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. They respond well to confident salespeople.

👉 Topics They Care About

Mason has no verified topics they care about

Media Appearances

Mason has no verified media appearances

Work History

- 8-2023
Head of Revenue & Partnerships at Reality Defender
- 3-2023 - 9-2023
Advisor at Reality Defender
- 4-2023 - 9-2023
Head of Demand Generation at Invisible Technologies Inc.
- 1-2022 - 1-2023
Director of Business Development & Strategy at PANGIAM
- 6-2021 - 3-2022
Head of Growth Marketing at PANGIAM

Education

- 2006 - 2010
Bachelor's Degree from Southern Methodist University
- 2006 - 2010
Bachelor's Degree from Southern Methodist University

More Information

Social Presence :



Prographics :

Exp : **14** Location : **New York, New York, United States** Job Level : **Mid-senior**

Designation : **Head of Revenue & Partnerships at Reality Defender**

Insights For Selling To Mason

👉 During A Call Or A Meeting

DO's

- Be crisp while making the pitch
- Tell them that you are there to help them create visible impact within their organization
- Get to the point quickly instead of spending too much time on pleasantries

DONT's

- Avoid repeating yourself or making generalizations
- Refrain from asking too many questions
- Don't try to be an alpha salesperson, give them equal space

👉 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: Mason, 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 Mason is

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

Will you ever get a clear answer from Mason

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

Insights For Deal Planning

How Fast (Or Slow) Will Mason Move?

- *They are neither the fastest decision makers nor the slowest.*

Can Mason Take Some Risk Or Not?

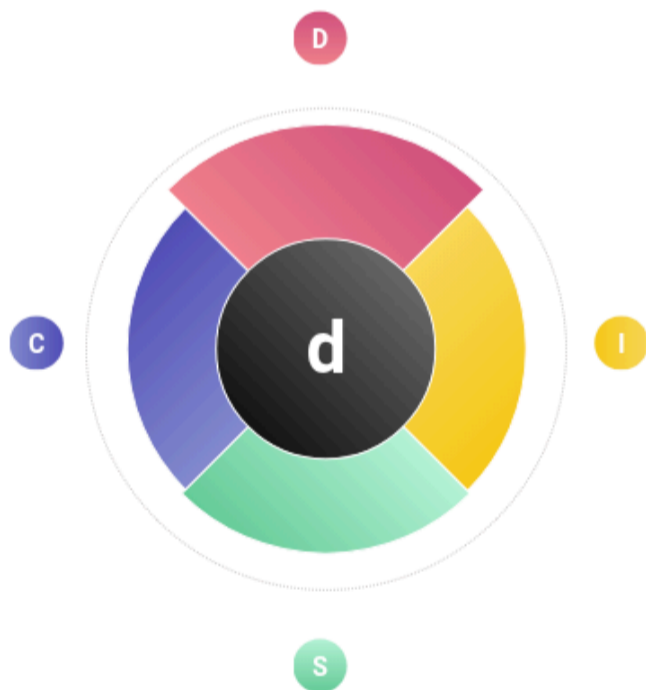
- *Once they have analyzed the pros and cons, they can take some risks.*

You And Mason

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Mason'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.