



MATT JOHNSON

Inquirer
DISC Type : cd

Sr. Product Marketing Manager - Platform and Partners at Customer.io
Seattle, Washington, United States

Overview

Matt has no verified overview

Personality Overview

Upfront **ROI Conscious** **Hard To Convince**

They care equally about the product and its potential impact. They respond well to confident salespeople. They don't always try to control the conversation but neither do they like yielding it fully.

Topics They Care About

Matt has no verified topics they care about

Media Appearances

Matt has no verified media appearances

Work History

- 8-2023
Sr. Product Marketing Manager - Platform and Partners at Customer.io
- 4-2022 - 2-2023
Director of Product and Partner Marketing at Amperity
- 11-2021 - 4-2022
Sr. Manger, Product Marketing at Blueshift
- 10-2019 - 10-2021
Sr. Manager, Product Marketing, T-Mobile Advertising Solutions at T-Mobile
- 4-2018 - 10-2019
Sr. Manager, Mobile Channel Strategy, Enterprise Contact & Analytics at T-Mobile

Education

- 2009 - 2011
MBA from Seattle University
- Education details unavailable from Product Marketing Alliance

More Information

Social Presence :



Prographics :

Exp : **13** Location : **Seattle, Washington, United States** Job Level : **Middle**

Designation : **Sr. Product Marketing Manager - Platform and Partners at Customer.io**

Insights For Selling To Matt

👉 During A Call Or A Meeting

DO's

- Make sure that you you respond to any queries from them quickly
- Highlight the competitive differentiation of your product
- Tell them that you are there to help them create visible impact within their organization

DONT's

- Don't expect them to change their mind quickly if they say no once
- Don't try too hard to get friendly, let it happen with time
- Do not give up if they are not convinced, try again with a different approach

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Matt, this is [user_fname] at [user_companynamewordstwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 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 Matt is

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

Will you ever get a clear answer from Matt

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

Insights For Deal Planning

How Fast (Or Slow) Will Matt Move?

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

Can Matt Take Some Risk Or Not?

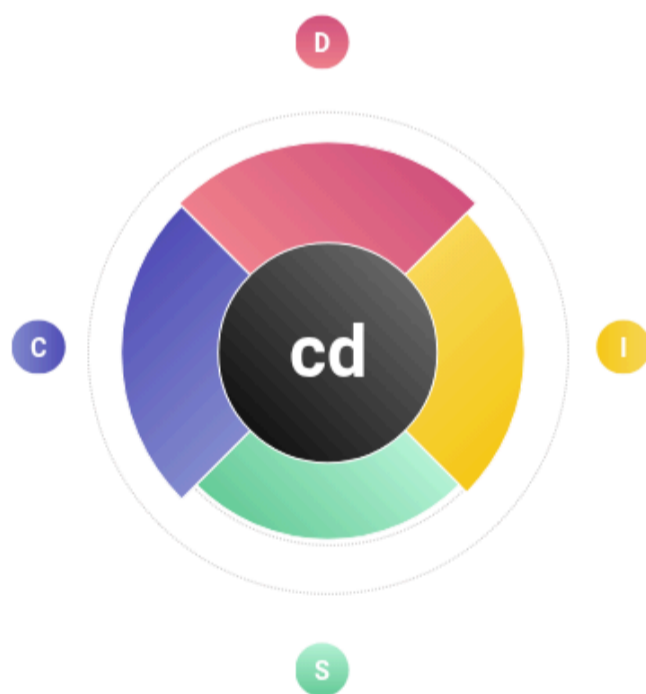
- *Once they have analyzed the pros and cons, they can take some risks.*

You And Matt

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Matt's Key Traits



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.

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.