



MATTHEW CADDY

Inquirer
DISC Type : dc

Founder at The Mad Caddy
Murrieta, California, United States

Overview

Matthew has no verified overview

👉 Personality Overview

Three light blue rounded rectangular boxes containing the following text:

- Judgemental
- ROI Conscious
- Demanding

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

👉 Topics They Care About

Matthew has no verified topics they care about

Media Appearances

Matthew has no verified media appearances

Work History

- 3-2021
Founder at The Mad Caddy
- 3-2019 - 3-2020
Director of Search Marketing at Get Practice Growth
- 11-2015 - 3-2019
Digital Marketing Manager at ProSites
- 5-2015 - 11-2015
Associate District Manager at ADP
- 11-2013 - 5-2015
Business Banker at U.S. Bank

Education

Matthew has no verified education history

More Information

Social Presence :



Prographics :

Exp : **11** Location : **Murrieta, California, United States** Job Level : **Leadership** Designation : **Founder at The Mad Caddy**

Insights For Selling To Matthew

👉 During A Call Or A Meeting

DO's

- Highlight the competitive differentiation of your product
- Make sure that they have the necessary authority, they could present false stature sometimes
- Stress on the business value that your product offers

DONT's

- Refrain from asking too many questions
- Don't expect them to change their mind quickly if they say no once
- 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: Matthew, this is [user_fname] at [user_companynamefirsttwowords].

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 Matthew is

- *Conviction in the product matters to them, followed by proof points and strong testimonials.*

Will you ever get a clear answer from Matthew

- *They may not be very forthcoming, but they will say no if needed.*

Insights For Deal Planning

How Fast (Or Slow) Will Matthew Move?

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

Can Matthew Take Some Risk Or Not?

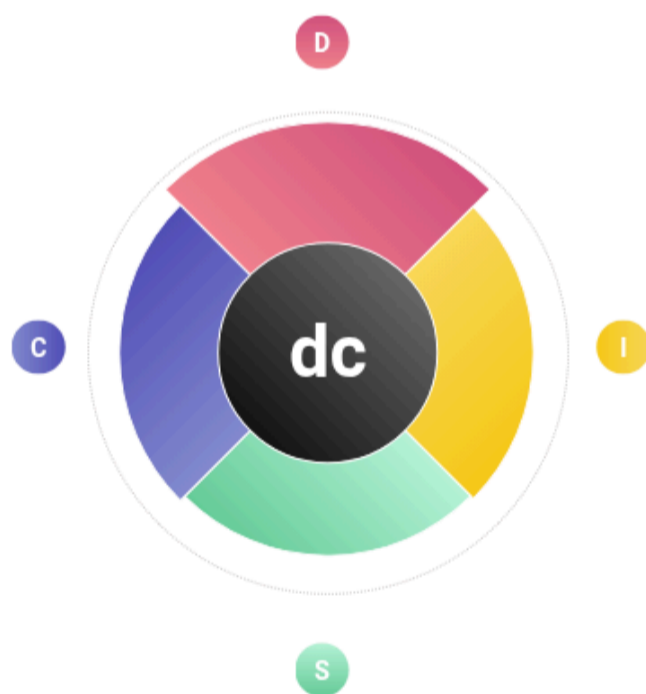
- *They can take risks but after weighing up the pros and cons.*

You And Matthew

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Matthew'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.