Humantic AI

Matthew Nelson

Critic

DISC Type : C

VP, FP&A at Orbital Therapeutics

Cambridge, Massachusetts, United States

Overview

Matthew has no verified overview

👉 Personality Overview

Information Seeker | **Negotiator** | **Objective Thinker**

It is very likely that they will negotiate pricing or other important terms. Unless the value is proven by data, they are unlikely to value fancy features. They like to do things independently and don’t look for support from others.

👉 Topics They Care About

Matthew has no verified topics they care about

Media Appearances

Matthew has no verified media appearances

Work History

- 7-2023
  VP, FP&A at Orbital Therapeutics
- 5-2023 - 7-2023
  Finance Consulting at Consulting
- 7-2021 - 5-2023
  VP of Finance at Finch Therapeutics
- 12-2019 - 6-2021
  Senior Director, Financial Planning & Analysis at Finch Therapeutics
- 1-2019 - 11-2019
  Senior Director, Financial Planning & Analysis at Casebia Therapeutics

Education

- 2009 - 2010
  MBA from Curry College
- 1999 - 2003
  BSBA from Stonehill College

More Information

Social Presence :

Prographics :

Exp : **20** Location : **Cambridge, Massachusetts, United States** Job Level : **Senior**

Designation : **VP, FP&A at Orbital Therapeutics**

Insights For Selling To Matthew

👉 During A Call Or A Meeting

DO's

- Be formal and objective, they will appreciate it more
- Be ready to answer many clarity-seeking questions and requests for information
- Be ready for penetrating questions and critical examination of your pitch

DONT's

- Don’t rush them till they have clearly gotten all the necessary information
- Don't give superficial answers, they are easily rattled by them
- Do not use very emotional or colorful language

👉 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 Matthew, this is [user_fname] at [user_companynamefirsttwowords].

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: Objective

Example: Getting personalization right', '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

Example: Something simple like 'Thanks', or nothing at all.

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Matthew is

- *Proven ROI, pricing and objective proof points are the factors that sway their decision.*

Will you ever get a clear answer from Matthew

- *They are comfortable saying no if they are convinced that it is the correct decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Matthew Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Matthew Take Some Risk Or Not?

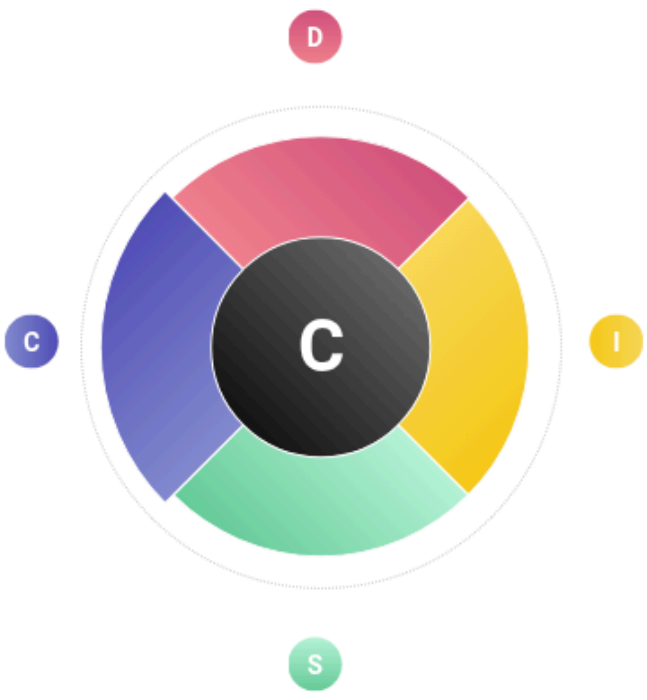
- *They can take risks if their analysis shows that it would be worth it.*

You And Matthew

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Matthew'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.