



MATTHIEU MELON

Critic
DISC Type : C

Senior Editor & Animator at Fitch Learning
Brentford, England, United Kingdom

Overview

Matthieu has no verified overview

👉 Personality Overview

ROI Driven Negotiator Critic

Unless the value is proven by data, they are unlikely to value fancy features. It is very likely that they will negotiate pricing or other important terms. They prefer to do logical analysis and value evidence over emotions.

👉 Topics They Care About

Matthieu has no verified topics they care about

Media Appearances

Matthieu has no verified media appearances

Work History

- 3-2024
Senior Editor & Animator at Fitch Learning
- 8-2021 - 3-2024
Video Editor & Animator at Fitch Learning
- 1-2020 - 8-2021
Editor at Red Bee Media
- 6-2019 - 1-2020
Lead Editor at TVT Media
- 8-2016 - 6-2019
Editor at TVT Media

Education

- 2012 - 2013
Master's degree from University of Sydney
- 2009 - 2011
Bachelor from Business Academy South West

More Information

Social Presence :



Prographics :

Exp : **11** Location : **Brentford, England, United Kingdom** Job Level : **N/A**

Designation : **Senior Editor & Animator at Fitch Learning**

Insights For Selling To Matthieu

👉 During A Call Or A Meeting

DO's

- Leverage facts and figures wherever possible; use percentages, numbers etc.
- If you can, show them industry reports or analyst comments instead of sharing anecdotal stories
- Use phrases like 'expect X% improvement', 'data clearly shows' etc.

DONT's

- Make extra effort to not seem pushy or confrontational
- Do not use very emotional or colorful language
- Don't try too hard to build a relationship with them

👉 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 Matthieu, 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: 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 Matthieu is

- *Strong evidence of ROI, effective pricing, and proven data points matter the most to them.*

Will you ever get a clear answer from Matthieu

- *It is not very hard for them to say no if they are not convinced about the decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Matthieu Move?

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

Can Matthieu Take Some Risk Or Not?

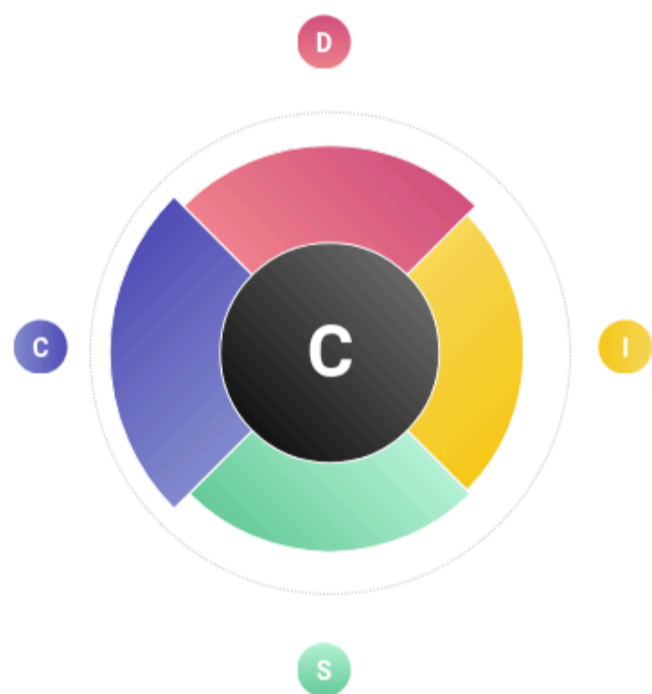
- *They can take risks if their analysis shows that it would be worth it.*

You And Matthieu

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Matthieu'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.