



## MAX COOKE

**Energizer**  
DISC Type : I

**Associate Director of Partner Marketing at Chewy**  
Fort Lauderdale, Florida, United States

### Overview

Max has no verified overview

#### Personality Overview

**Imaginative**   **Believer**   **Relationship Oriented**

They are not always early adopters but can be persuaded by leveraging strong relationships. They are people oriented, friendly and like creating new connections. They excel at seeing the bigger picture, and the long-term impact of their decisions.

#### Topics They Care About

Max has no verified topics they care about

### Media Appearances

Max has no verified media appearances

### Work History

- 4-2025  
Associate Director of Partner Marketing at Chewy
- 7-2021 - 4-2025  
Senior Brand Manager at Chewy
- 5-2020 - 8-2020  
MBA Marketing Intern at Johnson & Johnson Vision
- 8-2019 - 5-2021  
MBA at Carnegie Mellon University - Tepper School of Business
- 1-2018 - 12-2018  
Young Leader President at APR Supply Co.

### Education

- Master of Business Administration - MBA from Carnegie Mellon University - Tepper School of Business
- Bachelor of Arts (B.A.) from Bucknell University

## More Information

Social Presence :



Prographics :

Exp : **12** Location : **Fort Lauderdale, Florida, United States** Job Level : **Mid-senior**

Designation : **Associate Director of Partner Marketing at Chewy**

## Insights For Selling To Max

### 👉 During A Call Or A Meeting

#### DO's

- Invite them for a lunch or a drink/coffee
- Use phrases like 'people will love', 'massive impact' etc.
- Talk about their team and how your product will help them do things better and easier

#### DONT's

- Don't push them to make a decision too fast, let them get comfortable first
- Don't assume a yes just because they have not said no
- Don't be excessively objective, be a storyteller

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

**Pace:** Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

**Tone:** Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

**Tactics To Win:** Giving social proof, personal rapport, usage of superlatives, repeating their name.

**Mistakes To Avoid:** Information overload, use of negations

**Making The Ask:** Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

**Subconscious Driver:** They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

### Script

**Greeting:** Hey Max, [user\_fname] here at [user\_companynamewordstwowords] calling you this morning/evening!

**Opener:** Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

**Introduction:** We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

**Ask:** Max, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

**Close:** So morning at around [time] next [tuesday], shall we say? And is it [prospect\_email]? Don't want to get that wrong you know!

## 👉 When Writing An Email

**Subject:** Personalized, catchy

*Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.*

**Salutation:** Yes (Something casual)

*Example: Use 'Hi', 'Hey' etc. (along with the first name)*

**Greeting:** Yes (Say something interesting/unusual)

*Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Build excitement

*Example: Something like 'So John, lets get the ball rolling?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Excited!', 'To a great partnership!' etc.*

**Tone of Words:** Friendly, first-person

**Overall Messaging:** Focused on the person and relationship

**Length of Mail:** Long

*Example: Maximum upto 150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Max is

- *Relationship and trust can be vital with them, sometimes more than anything else.*

Will you ever get a clear answer from Max

- *They are unlikely to say no directly, you have to make that decision yourself.*

---

## Insights For Deal Planning

How Fast (Or Slow) Will Max Move?

- *They are not the fastest decision makers, their friendly approach can give false positive signals.*

Can Max Take Some Risk Or Not?

- *They may take certain risks that they deem unlikely of personal repercussions.*

---

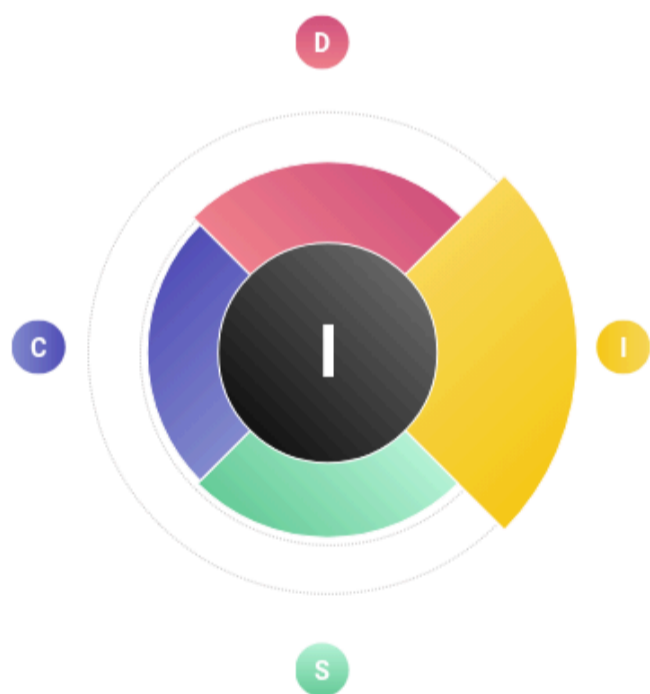
## You And Max

### Personality Compatibility

Not enough data to show compatibility comparison

---

## DISC Profile : Max's Key Traits



### INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.