



MAXIME BOCKEN

Initiator
DISC Type : Di

Director, Strategic Marketing at RH
Toronto, Ontario, Canada

Overview

Maxime has no verified overview

👉 Personality Overview

Risk-Accepting **Confident** **Friendly Challenger**

They usually prefer to drive the conversation. They don't mind taking a stand if they believe in something. They measure a product on its merit but can be influenced by strong testimonials.

👉 Topics They Care About

Maxime has no verified topics they care about

Media Appearances

Maxime has no verified media appearances

Work History

- 2-2026
Director, Strategic Marketing at RH
- 5-2025 - 2-2026
Manager, Design & Technical Services, Luxury Americas at Accor
- 7-2024 - 5-2025
Director, Global Development & Partnerships at Studio Munge
- 7-2020 - 7-2024
Director of Marketing & Communications at Studio Munge
- 11-2015 - 10-2018
Director of Marketing and Communications at Studio Munge

Education

Maxime has no verified education history

More Information

Social Presence :



Prographics :

Exp : 19 Location : Toronto, Ontario, Canada Job Level : Mid-senior Designation : Director, Strategic Marketing at RH

Insights For Selling To Maxime

👉 During A Call Or A Meeting

DO's

- Acknowledge their status and position during the conversation
- Refer to testimonials from well known people to highlight the value of your product
- Clearly address the competitive aspects

DONT's

- Don't be unorganized, be prepared for the pitch
- Don't be very informal even if they are being so themselves
- Avoid focusing only on the product or its ROI, keep building trust subtly

👉 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: Maxime, this is [user_fname] at [user_companynamewordstwowords].

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: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Maxime is

- *Confidence in the product's value is critical, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Maxime

- *They will not hesitate to say no if they do not develop conviction.*

Insights For Deal Planning

How Fast (Or Slow) Will Maxime Move?

- *They can take fast decisions if they develop conviction in the product and find you trustworthy.*

Can Maxime Take Some Risk Or Not?

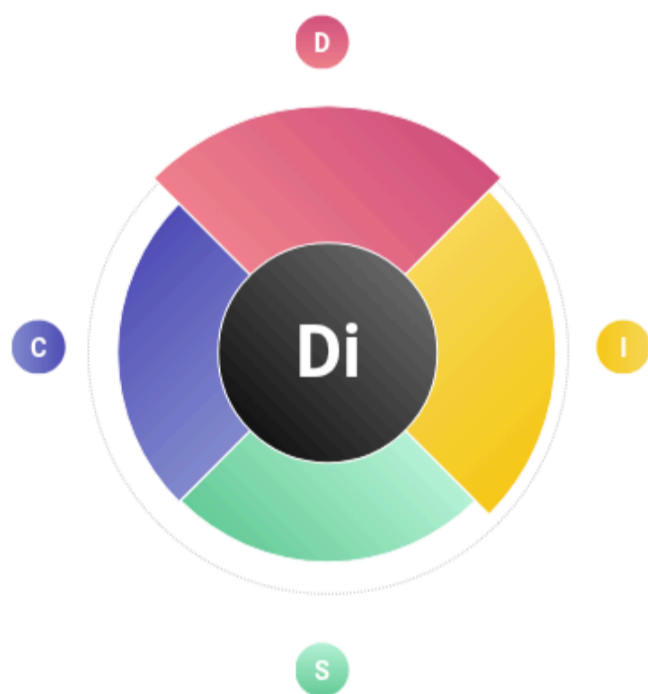
- *They have the capability of taking risky decisions if necessary.*

You And Maxime

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Maxime'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.

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.