



MICHAEL CERA

Initiator
DISC Type : Di

Head of Product Management, Digital and Store Commerce at Foot Locker
Los Angeles Metropolitan Area, United States

Overview

Michael has no verified overview

👉 Personality Overview

Friendly Challenger **Risk-Accepting** **Impact-Oriented**

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

👉 Topics They Care About

Michael has no verified topics they care about

Media Appearances

Michael has no verified media appearances

Work History

- 3-2026
Head of Product Management, Digital and Store Commerce at Foot Locker
- 12-2023 - 3-2026
Sr. Director, Product Management - Digital, Martech and Loyalty at Foot Locker
- 12-2021 - 11-2023
Director, Product Management - GPS Media, Acquisitions, Platform Services, and Employee Enablement at Gap Inc.
- 5-2021 - 11-2021
Director, Product Management - Loyalty at GAP, Inc. at Gap Inc.
- 9-2018 - 5-2021

Education

- 2004 - 2008
Bachelors from San Diego State University

Sr. Product Manager at Gap Inc.

More Information

Social Presence :



Prographics :

Exp : **12** Location : **Los Angeles Metropolitan Area, United States** Job Level : **Mid-senior**

Designation : **Head of Product Management, Digital and Store Commerce at Foot Locker**

Insights For Selling To Michael

👉 During A Call Or A Meeting

DO's

- Acknowledge their status and position during the conversation
- Keep your pitch focused on the impact but insert some anecdotes into it
- Refer to testimonials from well known people to highlight the value of your product

DONT's

- Avoid focusing only on the product or its ROI, keep building trust subtly
- Don't be unorganized, be prepared for the pitch
- Don't be too verbose or overly friendly; a little bit, however, is fine

👉 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: Michael, 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 Michael is

- *Belief in the value of the product, relationship and a sense of accomplishment matter the most.*

Will you ever get a clear answer from Michael

- *They are not shy of saying no if they do not develop trust in your product.*

Insights For Deal Planning

How Fast (Or Slow) Will Michael Move?

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

Can Michael Take Some Risk Or Not?

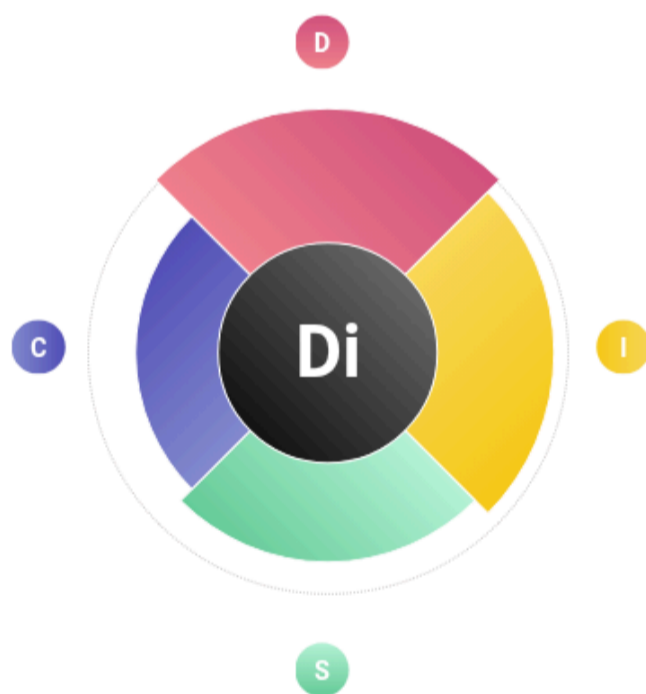
- *They have the capability of taking risky decisions if necessary.*

You And Michael

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Michael'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.