



# MICHAEL CWYNAR

**Enthusiast**  
DISC Type : i

**SVP Product Management & Customer Experience at Mitchell International**  
Irvine, California, United States

## Overview

Michael has no verified overview

### Personality Overview

**Non-Confrontational**      **Amiable & Agreeable**      **Story Driven**

Unlike D or C types, they are convinced more by stories and testimonials. They agree with others often, so exercise caution when relying on their word. They prefer to build relationships rather than staying totally transactional.

### Topics They Care About

Michael has no verified topics they care about

## Media Appearances

Michael has no verified media appearances

## Work History

- 6-2022  
SVP Product Management & Customer Experience at Mitchell International
- 6-2016 - 6-2022  
SVP Product Delivery at Mitchell International
- 1-2013 - 6-2016  
V.P. Customer Experience at Mitchell International
- 4-2004 - 3-2011  
Chief Technology Officer at Reliable Elevator Inc
- 1-1998 - 9-1999  
Engineer at Northrop Grumman

## Education

- 2015 - 2017  
Master of Business Administration (M.B.A.) from University of Redlands
- 2010 - 2012  
Bachelor's Degree from University of Redlands

## More Information

Social Presence :



Prographics :

Exp : **21** Location : **Irvine, California, United States** Job Level : **Leadership**

Designation : **SVP Product Management & Customer Experience at Mitchell International**

## Insights For Selling To Michael

### 👉 During A Call Or A Meeting

#### DO's

- Speak from experience about success that the product has seen with other customers
- Refer to interesting customer testimonials and stress on great customer experience
- Maintain high, positive energy and convey confidence

#### DONT's

- Avoid overloading them with too much information
- Don't be too formal with them, they trust informality more
- Don't ask too many questions in one go, weave them into the flow

## 👉 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 Michael, [user\_fname] here at [user\_companynamewithfirsttwowords] 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:** Michael, 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 Michael is

- *Relationship and rapport are valuable for them, but so is proven product value.*

Will you ever get a clear answer from Michael

- *They probably won't say no directly.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Michael Move?

- *They are not the ones to make fast decisions, even while they stay committed.*

Can Michael Take Some Risk Or Not?

- *They can take some low-probability risks if needed.*

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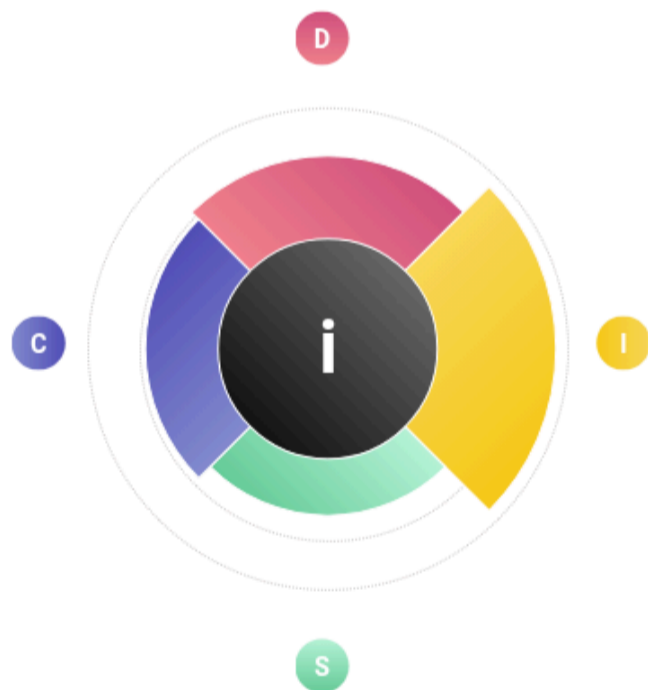
## You And Michael

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Michael'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.