



MICHAEL R.

Enthusiast
DISC Type : i

Advisor at Influential

Los Angeles, California, United States

Overview

Michael has no verified overview

👉 Personality Overview

Consensus Focused

Optimistic

Non-Confrontational

They prefer to build relationships rather than staying totally transactional. 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.

👉 Topics They Care About

Michael has no verified topics they care about

Media Appearances

Michael has no verified media appearances

Work History

- 10-2017
Advisor at Influential
- 1-2017
Founder at Maple Media
- 10-2010 - 12-2016
SVP Business & Corporate Development at Jam City
- 2-2006
Partner at Andela Publishing, LLC.
- 7-2003 - 10-2010
Owner, Publisher at Saturday Night Magazine

Education

- BA from University of Southern California
- Master of Business Administration (MBA) from USC Marshall School of Business

More Information

Social Presence :



Prographics :

Exp : 25 Location : Los Angeles, California, United States Job Level : Leadership Designation : Advisor at Influential

Insights For Selling To Michael

👉 During A Call Or A Meeting

DO's

- Give them the opportunity to lead the conversation where possible
- Compliment them about their personality if you get a chance
- Invite them for a lunch or a drink/coffee

DONT's

- Don't be excessively objective, be like a storyteller with them
- Don't be critical or challenge them openly, they can react defensively
- Avoid overloading them with too much information

👉 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.*

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?

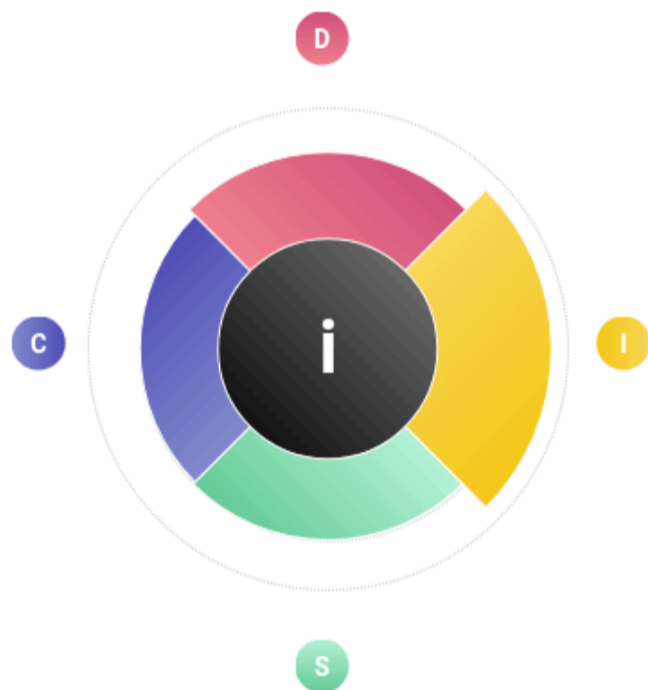
- *They can take some low-probability risks if needed.*

You And Michael

Personality Compatibility

Not enough data to show compatibility comparison

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.