



MIKE FREIER

Evaluator
DISC Type : Dsc

Principal and Lead Consultant at Product Management Consulting Group Inc.
Los Altos, California, United States

Overview

Mike has no verified overview

Personality Overview

Thorough Evaluator

Fast But Analytical

Quality Focused

They are not very likely to become strong advocates of your product or service. They focus on the results, but can still be quite procedural and analytical about how to get there. They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical.

Topics They Care About

Mike has no verified topics they care about

Media Appearances

Mike has no verified media appearances

Work History

- 1-2016
Principal and Lead Consultant at Product Management Consulting Group Inc.
- 1-2006 - 12-2015
Senior Consultant at Productside
- 2005 - 12-2005
OEM Account Manager at Kawasaki Robotics
- 2002 - 2004
Director of Product Marketing at Innovative Robotics, Inc.
- 2000 - 2001
Product Marketing Manager at Omron Adept Technologies

Education

- BS Engineering from University of Massachusetts Amherst

More Information

Social Presence :



Prographics :

Exp : 25 Location : Los Altos, California, United States Job Level : Senior

Designation : Principal and Lead Consultant at Product Management Consulting Group Inc.

Insights For Selling To Mike

👉 During A Call Or A Meeting

DO's

- Showcase your competitive superiority clearly when possible or address it at the minimum
- Help them weigh the risks by sharing objective proof points instead of anecdotes and examples
- Use phrases like 'the ROI of this', 'X% more' etc.

DONT's

- Avoid too much small talk, just a few formal pleasantries should be fine
- Avoid making strong statements, instead invite them to agree with you by asking them questions
- Avoid inviting them for any social interactions until you have built some rapport with them

👉 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: Mike, 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: To the point, formal

Example: Personalized sales funnel', 'Sales conversion' etc.

Salutation: No

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

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Formally state your ask

Example: Something like 'If you are available tomorrow, shall we discuss this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident with a formal touch

Overall Messaging: Focused on output

Length of Mail: Short

Example: Maximum upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Mike is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Mike

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

Insights For Deal Planning

How Fast (Or Slow) Will Mike Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Mike Take Some Risk Or Not?

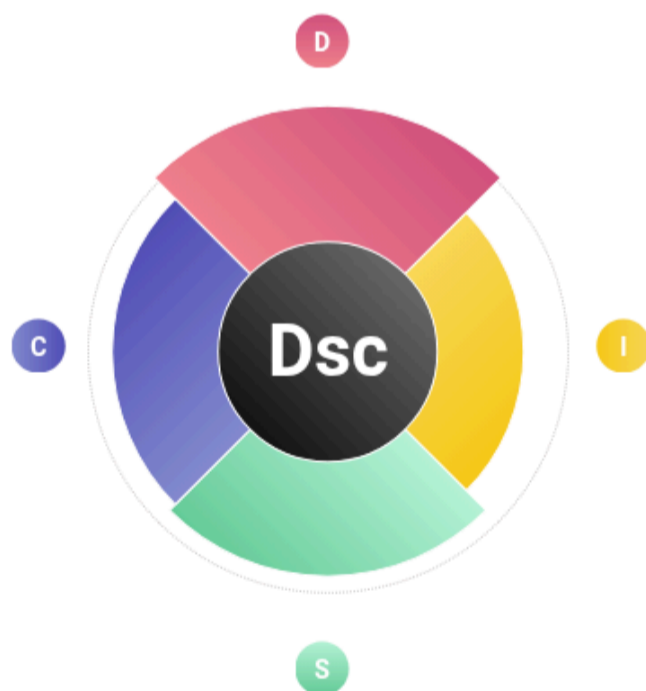
- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

You And Mike

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Mike'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.

STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.

CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.