



## MIKE MACCHIARELLI

**Inspirer**  
DISC Type : id

**Head of Sales Enablement at Community.com**  
Austin, Texas Metropolitan Area, United States

### Overview

Mike Macchiarelli leads Sales Enablement at Community. com, specializing in go-to-market systems that align sales, product, and marketing. A graduate of Pace University's Lubin School of Business, he is described by colleagues as a "student of the game" and an excellent mentor with a customer-centric approach.

Outside of work, Mike is a passionate drummer and a father to two young children. He prominently features these personal aspects in his professional profile, highlighting the importance of his family and musical hobbies in his life.

Interestingly, Mike has transitioned from being an AI skeptic to a full-fledged advocate, now actively exploring how AI can create significant impact in his field.

### Personality Overview

**Decisive**      **Achievement Oriented**      **Confident & Optimistic**

They respond well to objective pitches but also attach some value to relationships. They usually prefer to drive the conversation. They measure a product on its merit but can be influenced by strong testimonials.

### Topics They Care About

**GTM Enablement**  
He focuses on building and scaling sales enablement functions, translating high-level strategy into practical systems, workflows, and coaching for go-to-market teams.

**AI in Sales**  
He recently became a strong proponent of using AI to drive impact in sales enablement after initially being a skeptic, even recommending books on the subject.

**Sales Process**

His experience spans a decade of frontline sales, leadership, and enablement, with a deep focus on improving outbound execution and overall revenue process.

### Drumming

He identifies himself as a drummer in his professional headline, indicating that music is a significant personal passion.

### Negotiation Tactics

He has authored publications on making negotiations more effective, indicating a specialized interest and expertise in this area of sales.

### Being a Dad

His professional headline proudly states he is a "New Dad x2," showing that fatherhood is a central part of his identity.

### Austin Tech Scene

[Predicted] He recently posted about organizing a meetup for "Austin Enablers," suggesting an interest in connecting with the local professional community.



## Media Appearances

Mike has no verified media appearances

## Work History

- 6-2025  
Head of Sales Enablement at Community.com
- 2-2025 - 6-2025  
Sales Enablement Lead at Community.com
- 10-2023 - 2-2025  
Inside Sales Account Executive at Toast
- 8-2022 - 5-2023  
Head of Revenue Enablement at Modus
- 5-2022 - 7-2022  
Revenue Operations and Enablement Lead at Modus

## Education

- 2016 - 2020  
Bachelor of Business Administration - BBA from Pace University - Lubin School of Business

## More Information

### Social Presence :



### Prographics :

Exp : **11** Location : **Austin, Texas Metropolitan Area, United States** Job Level : **Mid-senior**

Designation : **Head of Sales Enablement at Community.com**

## Interested In

Sports

Boxing

---

## Insights For Selling To Mike

### 👉 During A Call Or A Meeting

#### DO's

- Focus on the big picture and the strategic value of your product
- Refer to testimonials from well known people to highlight the value of your product
- Look like someone who is on top of their game

#### DONT's

- Don't keep repeating the same information, it could make them impatient
- Don't be too verbose or overly friendly; a little bit, however, is fine
- Don't be unorganized, be prepared for the pitch

## 👉 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 Mike, [user\_fname] here at [user\_companynamewordstwowords] 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:** Mike, 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:** 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 Mike 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 Mike

- *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 Mike Move?

- *If they develop confidence in your product and you, then they can make fast decisions.*

Can Mike Take Some Risk Or Not?

- *If necessary, they have the ability to take risky decisions.*

---

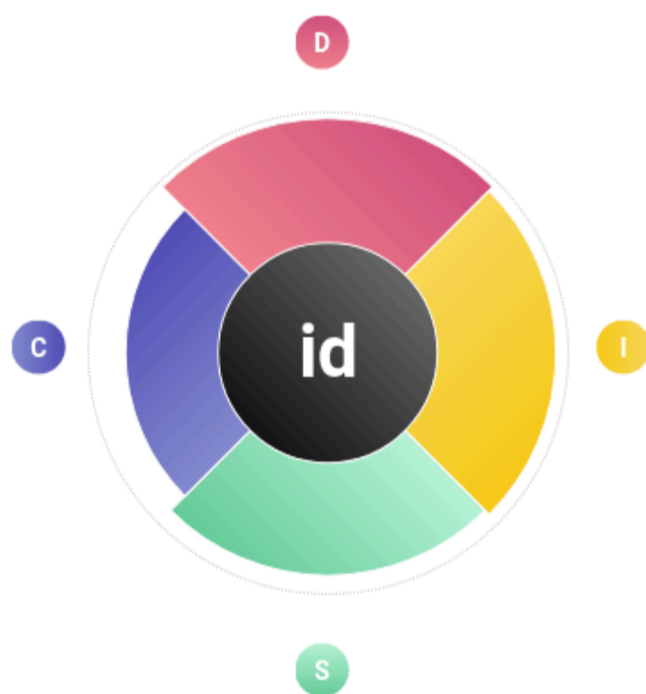
## You And Mike

### Personality Compatibility

Not enough data to show compatibility comparison

---

## DISC Profile : Mike'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.

### 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.