



MIKE MASON

Supporter
DISC Type : s

Vice President of Customer Experience at Nearmap/itel
United States

Overview

Mike has no verified overview

Personality Overview

Risk-averse **Thoughtful In Approach** **Procedural**

They are unlikely to become strong champions as they don't prefer pushing other people. They are motivated by the potential impact of their decision on the organization. They prefer to follow rules and procedures.

Topics They Care About

Mike has no verified topics they care about

Media Appearances

Mike has no verified media appearances

Work History

- 4-2025
Vice President of Customer Experience at Nearmap/itel
- 1-2024 - 4-2025
VP, Revenue Operation Enablement & Strategy (through May of 2024) at CCC Intelligent Solutions
- 3-2022 - 1-2024
VP, Product Launch (Go-To-Market) and Product Operations at CCC Intelligent Solutions
- 1-2018 - 12-2022
Sr. Director, Customer Field Consultant (Customer Success Management) & CS Operations at CCC Intelligent Solutions

Education

- Bachelor of Science in Business Administration from University of Dayton
- 2-2020 - 11-2020
Certificate Program from Cornell University

More Information

Social Presence :



Prographics :

Exp : 8 Location : **United States** Job Level : **Senior** Designation : **Vice President of Customer Experience at Nearmap/itel**

Insights For Selling To Mike

👉 During A Call Or A Meeting

DO's

- Talk about refund and cancellation policy if the need arises
- Use phrases like 'others say that', 'zero risk in', 'seen proof of' etc.
- Show willingness to accommodating their needs or requests

DONT's

- Avoid saying anything that sounds like a risky proposition
- Don't don the salesperson avatar, be the friendly advisor instead
- Don't rush them to make quick decisions

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Mike, how are you? This is [user_fname] at [user_companynamewithfirsttwowords].

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

Ask: Mike, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 When Writing An Email

Subject: Formal

Example: Discussion regarding next steps', 'Humantic AI and sales conversion' etc.

Salutation: Yes (Something formal)

Example: Use 'Hello', 'Dear' etc. (along with the first name)

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'Thanks for taking the time' etc.

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Simply lay out the next steps

Example: Something like 'Would you be available to speak tomorrow?'

Complimentary Close: Formal

Example: Something standard like 'Warm regards', 'Best wishes' etc.

Tone of Words: Friendly, second-person

Overall Messaging: Focused on social proof and process

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Mike is

- *Low-risk, go-ahead from other stakeholders and successful evaluation as per process matter the most to them.*

Will you ever get a clear answer from Mike

- *They don't say no very often, and can take you around in circles sometimes.*

Insights For Deal Planning

How Fast (Or Slow) Will Mike Move?

- *They do not like to rush and can be quite slow in their decision making.*

Can Mike Take Some Risk Or Not?

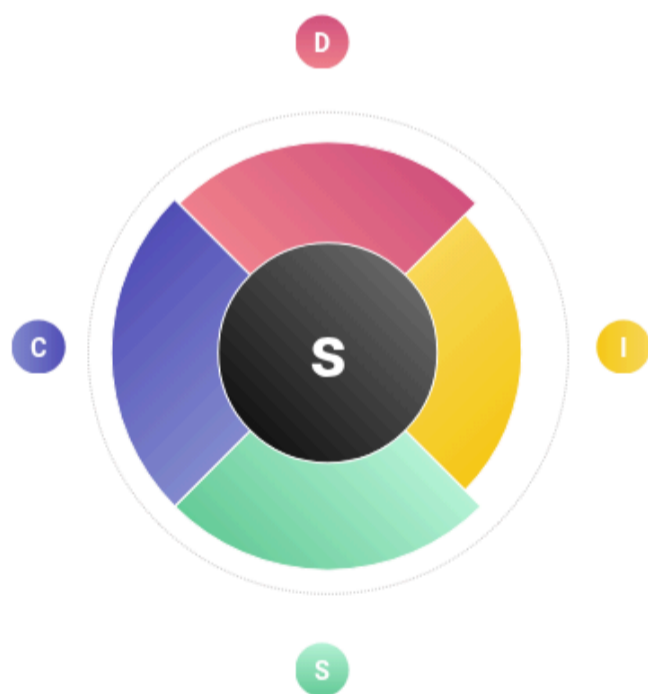
- *They have little risk-appetite and prefer to take decisions that others support.*

You And Mike

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Mike's Key Traits



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.