



## MIKE RODGERS

**Energizer**  
DISC Type : I

**Head of Marketing at Digitail**  
Toronto, Ontario, Canada

### Overview

Mike has no verified overview

#### Personality Overview

**Believer**

**Informal**

**Imaginative**

They are not always early adopters but can be persuaded by leveraging strong relationships. They excel at seeing the bigger picture, and the long-term impact of their decisions. Unlike C or D types, they are vocal with their opinions but not so much with their questions.

#### Topics They Care About

Mike has no verified topics they care about

### Media Appearances

Mike has no verified media appearances

### Work History

- 7-2025  
Head of Marketing at Digitail
- 6-2024 - 7-2025  
Director, Demand Generation at Ask-AI
- 3-2021 - 5-2024  
Director, Demand Generation at Q4
- 1-2018 - 2-2021  
Director of Marketing at Blue J Legal
- 1-2016 - 12-2017  
Senior Strategist at Forsman & Bodenfors Canada

### Education

- BSBA from University of Richmond
- Education details unavailable from University of Melbourne

## More Information

Social Presence :



Prographics :

Exp : 9 Location : **Toronto, Ontario, Canada** Job Level : **Mid-senior** Designation : **Head of Marketing at Digitail**

## Insights For Selling To Mike

### 👉 During A Call Or A Meeting

#### DO's

- Share some stories about how you you have helped people in similar positions succeed
- Talk anecdotally about the customer experience that your product offers
- Talk about their team and how your product will help them do things better and easier

#### DONT's

- Don't assume a yes just because they have not said no
- Avoid ifs and buts, don't talk too much about the risks etc.
- Don't push them to make a decision too fast, let them get comfortable first

## 👉 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:** 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 Mike is

- *Relationship and trust can be vital with them, sometimes more than anything else.*

Will you ever get a clear answer from Mike

- *They are unlikely to say no directly, you have to make that decision yourself.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Mike Move?

- *They are not the fastest decision makers, their friendly approach can give false positive signals.*

Can Mike Take Some Risk Or Not?

- *They can accept limited risks, ones that they think will not impact them personally.*

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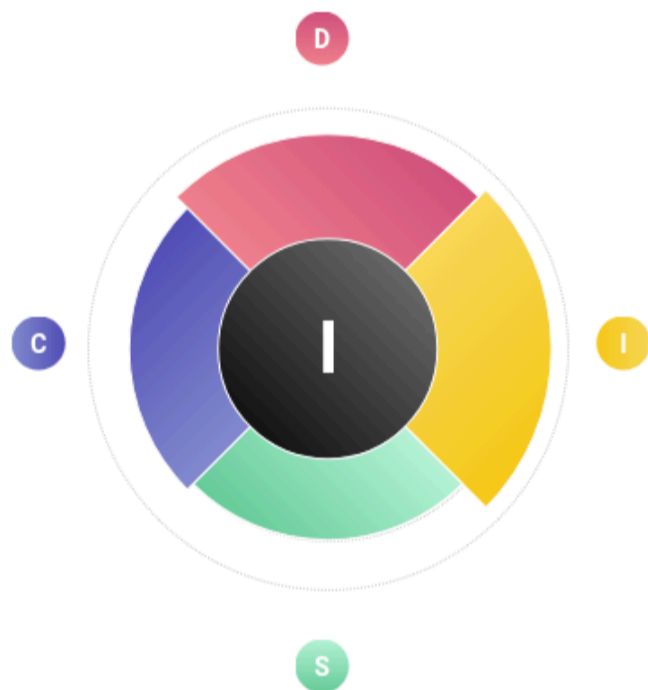
## You And Mike

### Personality Compatibility

Not enough data to show compatibility comparison

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## 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.