



MORGAN MACDONALD

Observer

DISC Type : ci

Account Executive at iHeartMedia

Dallas-Fort Worth Metroplex, United States

Overview

Morgan has no verified overview

👤 Personality Overview

Curious

Assertive

Example Seeker

They are likely to ask many questions and look heavily for supporting information. They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They are generally strong communicators and are not easy to convince.

👤 Topics They Care About

Morgan has no verified topics they care about

Media Appearances

Morgan has no verified media appearances

Work History

- 4-2026
Account Executive at iHeartMedia
- 5-2025 - 9-2025
Business Development Executive at Cirium
- 1-2024 - 3-2025
Business Development Manager at TDIndustries, Inc.
- 2-2022 - 1-2024
Business Development Manager at Gartner
- 9-2021 - 4-2022
Senior Business Development Specialist at Gartner

Education

- 2016 - 2020
Bachelor of Science in Business Administration - BBA from Auburn University
- 2012 - 2016
Education details unavailable from Hillgrove High School

More Information

Social Presence :



Prographics :

Exp : 4 Location : **Dallas-Fort Worth Metroplex, United States** Job Level : **Junior**

Designation : **Account Executive at iHeartMedia**

Insights For Selling To Morgan

👉 During A Call Or A Meeting

DO's

- Help them realize that there is no personal risk in making this decision
- Share testimonials from known people and give multiple examples of product value
- Ask them questions to understand their needs better while staying affable

DONT's

- Don't be too objective but make sure to pad your storytelling with data points
- Don't rely excessively on your relationship with them to win the deal
- Don't brush off any concerns, take all questions seriously

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Morgan, this is [user_fname] at [user_companynamewordstwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: Exciting but objective

Example: Making it personalized', 'Changing how to sell' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' (along with the first name)

Greeting: No

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

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Logically summarize, keep high energy

Example: Something like 'If these points make it clear, lets wrap this up at 11am?'

Complimentary Close: Unique or standard

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Confident, informational

Overall Messaging: Focused on generating excitement while staying objective

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Morgan is

- *Proven value, strong testimonials are important to them, relationships will have some weightage.*

Will you ever get a clear answer from Morgan

- *They are practical yet friendly, don't expect a clear no very often.*

Insights For Deal Planning

How Fast (Or Slow) Will Morgan Move?

- *They like to analyze well and then make their decisions.*

Can Morgan Take Some Risk Or Not?

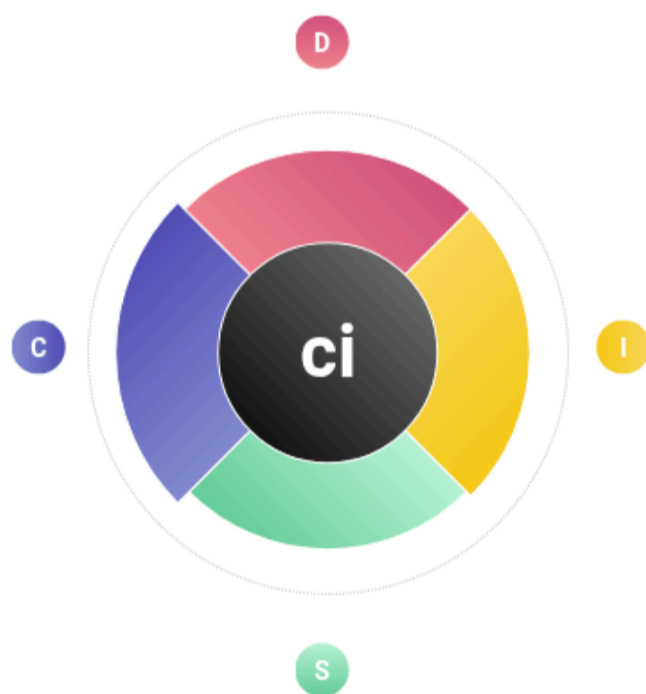
- *They evaluate their decisions systematically and are less likely to take risks.*

You And Morgan

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Morgan's Key Traits



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.

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.