



MYRA YIP

Critic

DISC Type : C

Product Manager, Monetization at Vidyard

Toronto, Ontario, Canada

Overview

Myra is a collaborative and empathetic product manager at Vidyard, focusing on monetization. With prior experience in customer-facing sales and success roles at Keyhole, she is passionate about building products with a strong emphasis on user experience. She holds a Bachelors degree from Carleton University.

Outside of her direct product management responsibilities, she has interests in the strategies of major consumer goods companies like Procter & Gamble and Unilever. She has previously competed and placed in an internal case competition, showcasing her analytical and presentation skills.

She recently celebrated her first major product launch as a product manager, an exciting milestone in her career.

👉 Personality Overview

Critic

Information Seeker

Objective Thinker

They are quite likely to negotiate on pricing or other key terms. They don't appreciate bells and whistles unless backed by data. They like to take decisions independently and do not seek others' support often.

👉 Topics They Care About

Product Monetization

Her current role as a Product Manager at Vidyard is specifically focused on monetization, making it a core area of her expertise.

User-Centric Design

Her professional summary emphasizes a passion for solving problems and building products with user experience (UX) at the forefront.

Trial Conversions

In a previous role at Keyhole, she was instrumental in a project that increased trial-to-paid user conversions by 550% using user onboarding checklists.

Product Launches

She recently shared her excitement about her first major product launch, indicating it's a significant and motivating part of her work.

Sales & Feedback

Her experience at Keyhole involved handling inbound leads and gathering user feedback, giving her a strong foundation in the customer lifecycle.

Consumer Brands

[Predicted] Her stated interest in large CPG firms like Procter & Gamble and Unilever suggests she follows their product and brand strategies.



Media Appearances

Myra has no verified media appearances

Work History

- 7-2022
Product Manager, Monetization at Vidyard
- 2-2022 - 7-2022
Product Manager at OnLoop
- 5-2020 - 2-2022
Product Manager at Keyhole
- 6-2019 - 9-2019
Customer Success & Sales at Keyhole.co
- 9-2017 - 4-2018
Recruitment Officer at Carleton University

Education

- Bachelor's Degree from Carleton University
- Bachelor's degree from Xi'an Jiaotong-Liverpool University

More Information

Social Presence :



Prographics :

Exp : 6 Location : **Toronto, Ontario, Canada** Job Level : **Middle** Designation : **Product Manager, Monetization at Vidyard**

Insights For Selling To Myra

👉 During A Call Or A Meeting

DO's

- Be ready for penetrating questions and critical examination of your pitch
- Keep some extra margin while sharing pricing, they are likely to negotiate later
- Be ready to answer many clarity-seeking questions and requests for information

DONT's

- Don't rush them till they have clearly gotten all the necessary information
- Don't try too hard to build a relationship with them
- Don't give superficial answers, they are easily rattled by them

👉 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 Myra, 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: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

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

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

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

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Myra is

- *Proof of ROI, low pricing and objective proof points are the important factors for them.*

Will you ever get a clear answer from Myra

- *They do not mind saying no if they believe that it is the right decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Myra Move?

- *They are neither the fastest nor the slowest decision makers, they are somewhere in the middle.*

Can Myra Take Some Risk Or Not?

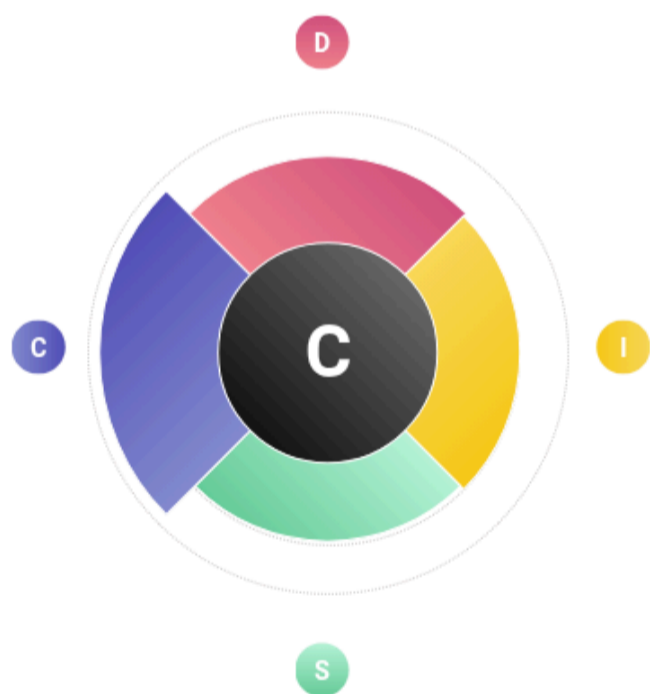
- *They can bear some risk if their analysis backs the decision.*

You And Myra

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Myra'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.