



## NATE DEMARS

**Enigma**  
DISC Type : dic

**Entrepreneurship Lecturer at The Ohio State University Fisher College of Business**  
Columbus, Ohio Metropolitan Area, United States

### Overview

Nate has no verified overview

#### 👉 Personality Overview

**Friendly Yet Blunt**

**Fast Follower**

**Challenger**

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. They are likely to ask many questions and look heavily for supporting proof as well as information.

#### 👉 Topics They Care About

Nate has no verified topics they care about

### Media Appearances

Nate has no verified media appearances

### Work History

- 1-2020 - 12-2021  
Entrepreneurship Lecturer at The Ohio State University Fisher College of Business
- 6-2011  
Founder & CEO at Pursuit
- 9-2009 - 6-2011  
Graduate Assistant at The Center for Real Estate Education & Research
- 3-2008 - 10-2008  
Market Sales Manager at Whirlpool Corporation
- 7-2006 - 2-2008  
Field Brand Trainer at Whirlpool Corporation

### Education

- 2009 - 2011  
MBA from The Ohio State University Fisher College of Business
- 2001 - 2005  
BA from University of Minnesota Duluth

## More Information

Social Presence :



Prographics :

Exp : **15** Location : **Columbus, Ohio Metropolitan Area, United States** Job Level : **Leadership**

Designation : **Entrepreneurship Lecturer at The Ohio State University Fisher College of Business**

## Insights For Selling To Nate

### 👉 During A Call Or A Meeting

#### DO's

- Help them realize that any personal risk in making this decision is far less compared to what the results could mean for them
- Be prepared for a mix of questions and inquisitiveness, answer them in the tone in which they have been asked
- Use phrases like 'clear evidence', 'data-based results' etc.

#### DONT's

- Don't be too objective but make sure to pad your storytelling with data points
- Don't try to rush them into a decision, provide all necessary information first
- Don't rely excessively on your relationship with them to win the deal even if you come to form one

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Confident style, with a mix of informality and formality gets their attention.

**Pace:** Speak slightly fast. Sound like a 'gets shit done' person.

**Tone:** Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

**Tactics To Win:** Strong words, focus on results, respectful confidence

**Mistakes To Avoid:** Apologizing, nervousness, information overload, social proof

**Making The Ask:** Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

**Subconscious Driver:** Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

### Script

**Greeting:** Nate, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

**Introduction:** We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

**Ask:** Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

**Close:** [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect\_email] works well?

## 👉 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 Nate is

- *Proven value, strong objective evidence are important for them, rapport can impact decisions a little.*

Will you ever get a clear answer from Nate

- *They are practical and friendly, but can give a clear response with a little prodding*

## Insights For Deal Planning

How Fast (Or Slow) Will Nate Move?

- *They like to be detailed, so unless they develop strong conviction, they can take their time to arrive at decisions*

Can Nate Take Some Risk Or Not?

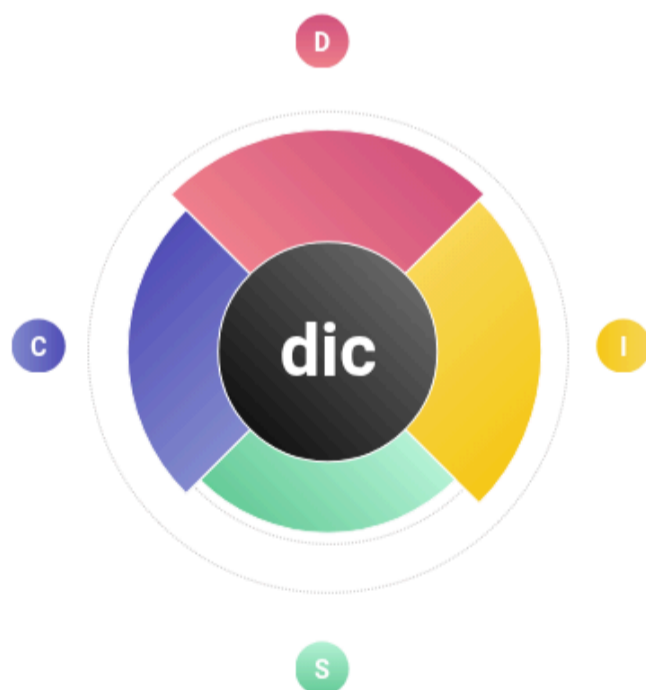
- *They evaluate their decisions systematically and do not take risks that often, unless you can get them to develop strong conviction*

## You And Nate

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Nate's Key Traits



### **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.

### **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.

### **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.