



NATHAN DENSON

Questioner
DISC Type : c

Account Executive at Luminance
Dallas, Texas, United States

Overview

Nathan is an Account Executive at Luminance, leveraging his extensive background in finance from his time at Fisher Investments. He possesses strong skills in financial analysis, equity research, and business development, and holds a Series 65 certification. He is a graduate of the University of Oklahoma.

Outside of work, Nathan is deeply involved in philanthropy, having recently climbed Mount Kilimanjaro for a charity campaign. He successfully co- led the initiative to raise over \$34, 000 for families battling pediatric cancer in the Dallas-Fort Worth area, demonstrating immense dedication and community spirit.

He climbed to the top of Mount Kilimanjaro for a charitable cause.

👉 Personality Overview

Value Seeker Systematic Cautious & Analytical

They prefer to analyze every situation thoroughly. It is quite likely of them to ask for pricing or other concessions. While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters.

👉 Topics They Care About

Legal Tech AI
As an Account Executive at Luminance, he is focused on the application of AI in the legal field and promotes his company's latest innovations.

Charitable Fundraising
Co-led a campaign that raised over \$34, 000 for families fighting pediatric cancer, exceeding the fundraising goal and showing a deep commitment to the cause.

Endurance Challenges

Summited Mount Kilimanjaro, a highly demanding physical and mental feat, as part of a meaningful fundraising initiative.

Financial Analysis

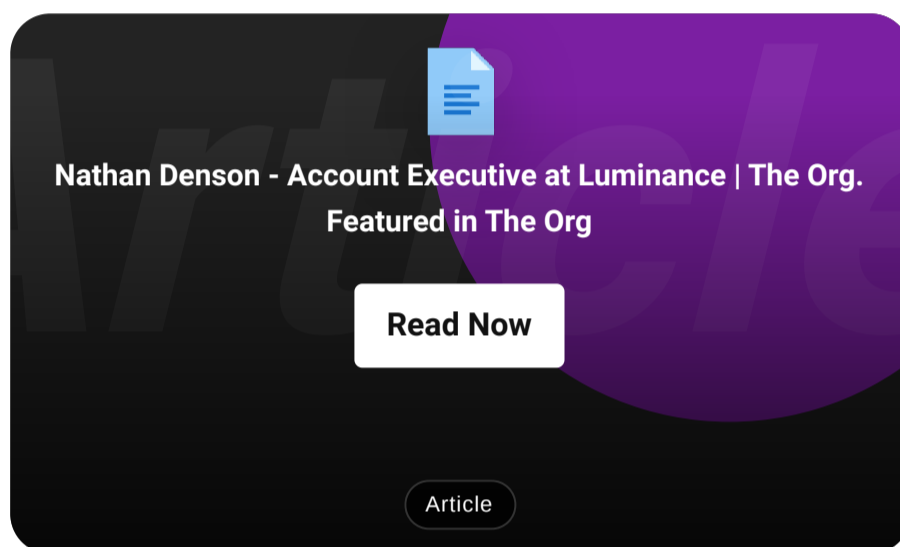
His previous roles at Fisher Investments centered on financial modeling, equity research, and stock market analysis.

Oklahoma Sooners

[Predicted] As a graduate of the University of Oklahoma, he likely follows the university's sports teams.



Media Appearances



Work History

- 7-2025
Account Executive at Luminance
- 9-2024 - 6-2025
Specialist at Fisher Investments
- 9-2023 - 9-2024
Associate at Fisher Investments
- 8-2023 - 1-2025
Co-Founder at Megaphone Messaging
- 5-2022 - 9-2023
Account Executive at Fisher Investments

Education

- 8-2018 - 5-2022
Bachelor's degree from University of Oklahoma
- 2014 - 2018
graduate from John Paul II High School

More Information

Social Presence :



Prographics :

Exp : 8 Location : **Dallas, Texas, United States** Job Level : **Middle** Designation : **Account Executive at Luminance**

Insights For Selling To Nathan

👉 During A Call Or A Meeting

DO's

- Keep some extra margin in hand as they will likely negotiate the pricing
- Back up any claims with data and numbers
- Emphasise more on facts and measurable benefits

DONT's

- Don't depend too much on anecdotal evidence, it reduces their confidence
- Avoid rushing them, be polite and patient
- Don't overhype the product/pitch, keep it measured

👉 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 Nathan, this is [user_fname] at [user_companynamewithfirsttwowords].

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 Nathan is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Nathan

- *It doesn't come naturally to them but they can say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Nathan Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Nathan Take Some Risk Or Not?

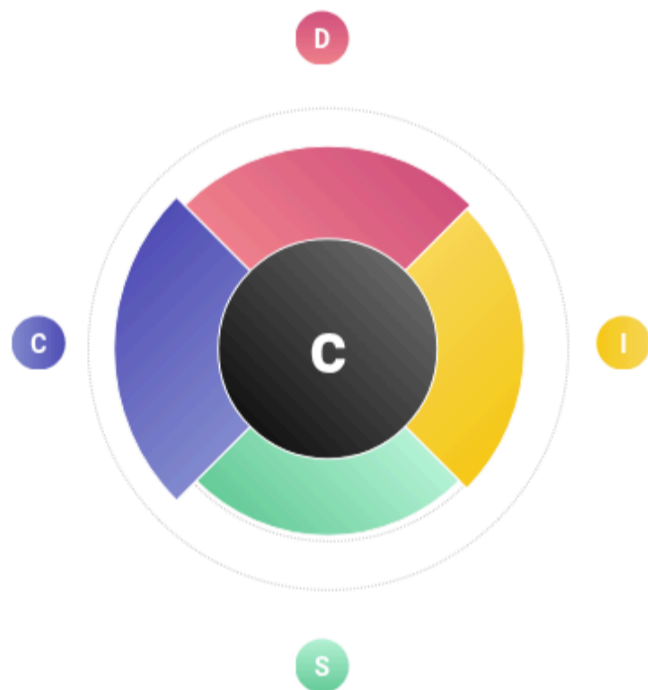
- *They can take risk if they are convinced that they have analyzed the circumstances well.*

You And Nathan

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Nathan'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.