



# NICHOLAS BARATTO

**Energizer**  
DISC Type : I

**Administrative Manager at AutoBase**  
Miami-Fort Lauderdale Area, United States

## Overview

Nicholas has no verified overview

### 👤 Personality Overview

Imaginative Believer Informal

They are friendly, approachable and love to make new connections. Unlike C or D types, they are vocal with their opinions but not so much with their questions. They are not always early adopters but can be persuaded by leveraging strong relationships.

### 👤 Topics They Care About

Nicholas has no verified topics they care about

## Media Appearances

Nicholas has no verified media appearances

## Work History

- 3-2021  
Administrative Manager at AutoBase
- 2-2018  
Road Supervisor/Maintenance Manager at AutoBase
- 2-2017 - 2-2018  
Sales Representative at Boeing Bros Inc
- 8-2016 - 12-2016  
Concrete laborer at New York Concrete Corp

## Education

- 2012 - 2016  
B.B.A from Long Island University
- 2011 - 2015  
Bachelor's Degree from LIU Post
- 2011 - 2012  
Sport and Fitness Administration/Management from INACTIVE-1703030558-LIU Brooklyn

## More Information

Social Presence :



## Prographics :

Exp : 8 Location : **Miami-Fort Lauderdale Area, United States** Job Level : **Middle**

Designation : **Administrative Manager at AutoBase**

## Interested In

Sports

Baseball

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## Insights For Selling To Nicholas

### 👉 During A Call Or A Meeting

#### DO's

- Talk anecdotally about the customer experience that your product offers
- Invite them for a lunch or a drink/coffee
- Share some stories about how you you have helped people in similar positions succeed

#### DONT's

- Don't push them to make a decision too fast, let them get comfortable first
- 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.

## 👉 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 Nicholas, [user\_fname] here at [user\_companynamewithfirsttwowords] 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:** Nicholas, 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 Nicholas is

- *Relationship and rapport can play an important role, sometimes more than the other factors.*

Will you ever get a clear answer from Nicholas

- *They will probably never say no directly, you have to make that decision yourself.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Nicholas Move?

- *They are not the quickest decision makers, their friendly attitude could be misleading.*

Can Nicholas Take Some Risk Or Not?

- *They may take certain risks that they deem unlikely of personal repercussions.*

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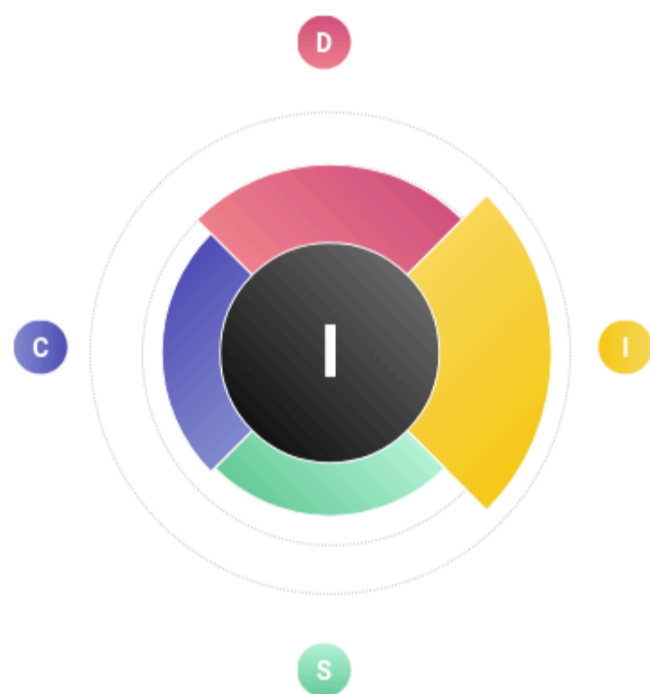
## You And Nicholas

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Nicholas'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.