



# NICHOLAS BOYD

**Observer**  
DISC Type : ci

**Product Marketing Manager at Ardoq**  
Greater Oslo Region, Norway

## Overview

Nicholas has no verified overview

### Personality Overview

Curious   Value Driven   Assertive

They are generally strong communicators and are not easy to convince. They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They ask a lot of questions and rely heavily on information and collaterals.

### Topics They Care About

Nicholas has no verified topics they care about

## Media Appearances

Nicholas has no verified media appearances

## Work History

- 11-2022  
Product Marketing Manager at Ardoq
- 8-2022 - 10-2022  
Associate Product Marketing Manager - Growth at Mollie
- 2-2021 - 8-2022  
Product Marketing Intern at Mollie
- 6-2015 - 8-2020  
Salesman at Optimera AS
- 2-2019 - 4-2019  
Sales at Anzyz Technologies

## Education

- 9-2020 - 6-2022  
Master of Science - MSc from University of Amsterdam
- 2018 - 2020  
Bachelor's degree from BI Norwegian Business School

## More Information

Social Presence :



Prographics :

Exp : 7 Location : **Greater Oslo Region, Norway** Job Level : **Middle** Designation : **Product Marketing Manager at Ardoq**

## Insights For Selling To Nicholas

### 👉 During A Call Or A Meeting

#### DO's

- Share testimonials from known people and give multiple examples of product value
- Ask them questions to understand their needs better while staying affable
- Focus on immediate action-items rather than the larger goals

#### 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
- Avoid making offhand commitments

## 👉 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 Nicholas, 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 Nicholas is

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

Will you ever get a clear answer from Nicholas

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

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## Insights For Deal Planning

How Fast (Or Slow) Will Nicholas Move?

- *They like to analyze well and can take their time to reach any decisions.*

Can Nicholas Take Some Risk Or Not?

- *They weigh all decisions systematically and are unlikely to take many risks.*

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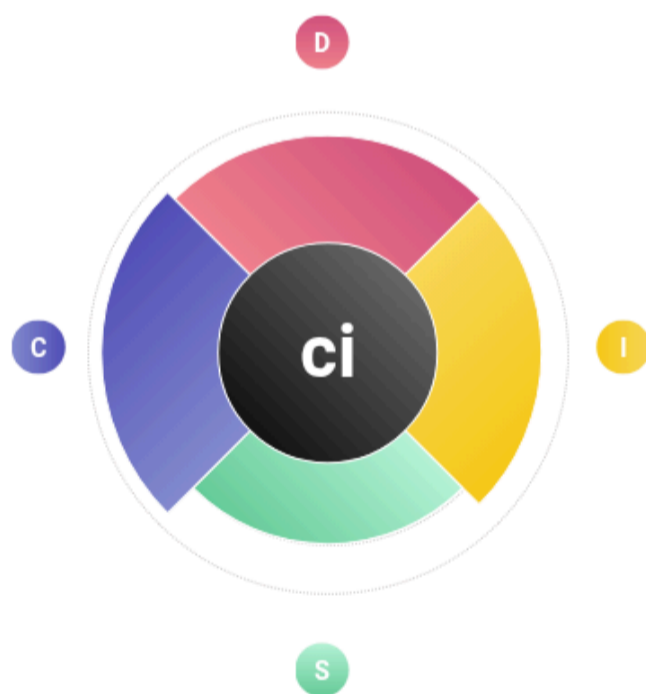
## You And Nicholas

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Nicholas's Key Traits



### **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.