



OR PELED

Galvanizer
DISC Type : Id

VP, Product at eToro

Tel Aviv-Yafo, Tel Aviv District, Israel

Overview

Or has no verified overview

👉 Personality Overview

Trusting

Socially Adept

People-Oriented

They are more likely to be open to unproven but exciting technologies. They are charming and have the ability to align others behind their decisions. They will fight for you if they come to believe in you.

👉 Topics They Care About

Or has no verified topics they care about

Media Appearances

Or has no verified media appearances

Work History

- 10-2025
VP, Product at eToro
- 12-2022
VP of Product Management, Strategy & Growth at eToro
- 8-2020 - 11-2022
Senior Director of Product Management at eToro
- 5-2014 - 6-2015
Co-Founder & Product Development at imp computer
- 4-2013 - 5-2014
Full Stack Engineer at Preen.Me

Education

- 2009 - 2013
BA from The Interdisciplinary Center (IDC) - Herzliya
- 2013 - 2014
BA from Reichman University

More Information

Social Presence :



Prographics :

Exp : 7 Location : **Tel Aviv-Yafo, Tel Aviv District, Israel** Job Level : **Senior** Designation : **VP, Product at eToro**

Insights For Selling To Or

👉 During A Call Or A Meeting

DO's

- Take a friendly, informal yet confident approach while pitching
- Focus on building a relationship, it can play a key role in their decision making
- Help them weigh the risks by sharing how others made similar decisions

DONT's

- Don't hesitate from asking questions, but take a friendly and warm approach
- Do not come across as negative or non-supportive, work with them as a partner
- Do not look like someone who doesn't know what they are talking about

👉 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 Or, [user_fname] here at [user_companynamefirsttwowords] 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: Or, 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: 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 Or is

- *Relationship and product conviction matter equally, followed by a sense of achievement.*

Will you ever get a clear answer from Or

- *If they are not convinced, they will say no albeit in a friendly manner.*

Insights For Deal Planning

How Fast (Or Slow) Will Or Move?

- *They can reach decisions quickly if they develop trust and confidence in the product.*

Can Or Take Some Risk Or Not?

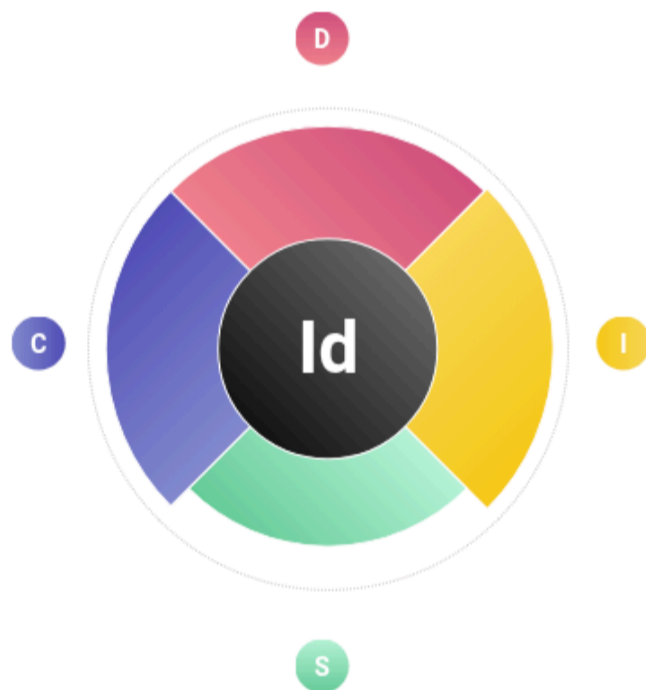
- *They can take risks if necessary.*

You And Or

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Or'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.

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.