



PAUL ISSA

Captain
DISC Type : DS

Senior Director, Marketing Analytics & Insights at Datasite
Minneapolis, Minnesota, United States

Overview

Paul has no verified overview

👉 Personality Overview

Decisive But Calm

Consummate Professional

Planner & Achiever

They exhibit a rare combination of being result-oriented but patient at the same time. Reading between the lines and seeing beyond your words comes naturally to them. They might take some time to make their mind up but once they do, they don't change it easily.

👉 Topics They Care About

Paul has no verified topics they care about

Media Appearances

Paul has no verified media appearances

Work History

- 6-2024
Senior Director, Marketing Analytics & Insights at Datasite
- 10-2019 - 5-2024
Director, Marketing Analytics & Insights at Datasite
- 5-2012 - 3-2019
Director, Data Intelligence at The Lacek Group
- 1-2011 - 5-2012
Manager, Strategy & Analysis at SapientRazorfish
- 12-2004 - 1-2011
Manager, Decison Sciences at Carlson Marketing

Education

- 2001 - 2004
MBA from University of St. Thomas
- 1993 - 1997
Bachelor of Arts (B.A.) from Saint John's University

More Information

Social Presence :



Prographics :

Exp : **23** Location : **Minneapolis, Minnesota, United States** Job Level : **Senior**

Designation : **Senior Director, Marketing Analytics & Insights at Datasite**

Insights For Selling To Paul

👉 During A Call Or A Meeting

DO's

- Focus on the results that your product produces, expect some strategic questions in return
- You can spend time on BANT (or other qualification methodology) but keep it to the point
- Stick to your standard pitch and qualifying script, don't try to wing it

DONT's

- Don't focus too much on mutual contacts or bother about other stakeholders, focus on them
- Don't take their patience for granted, avoid long-winding sermons
- Don't go over them unless you are left with no other option

👉 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: Paul, 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: To the point, formal

Example: Personalized sales funnel', 'Sales conversion' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Formally state your ask

Example: Something like 'If you are available tomorrow, shall we discuss this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident with a formal touch

Overall Messaging: Focused on output

Length of Mail: Short

Example: Maximum upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Paul is

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Paul

- *They will say no if they are not convinced but you will have to prompt them.*

Insights For Deal Planning

How Fast (Or Slow) Will Paul Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Paul Take Some Risk Or Not?

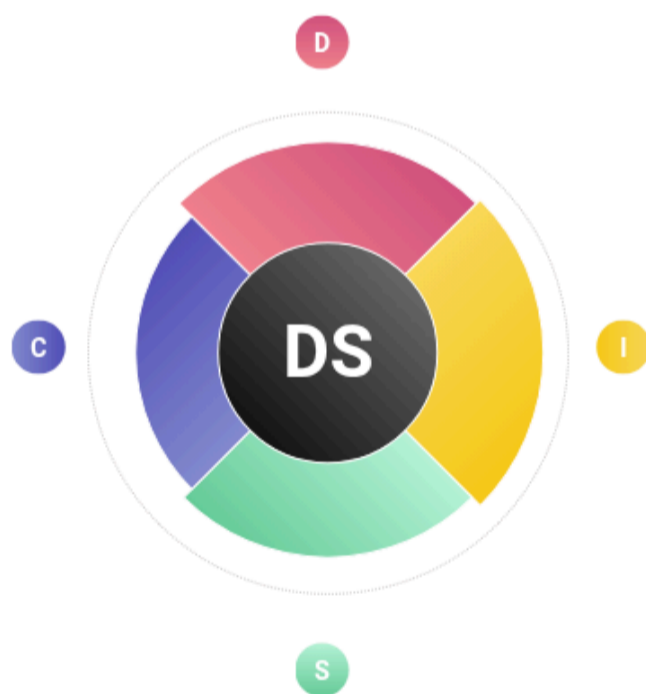
- *They have good risk tolerance but are likely to think it through once or twice.*

You And Paul

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Paul'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.

STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.