



# PAULA BOREL

**Questioner**  
DISC Type : c

**VP, Brand Strategy & Experience at Dossier Perfumes**  
New York City Metropolitan Area, United States

## Overview

Paula has no verified overview

### 👉 Personality Overview

**Value Seeker**      **Price-Sensitive**      **Cautious & Analytical**

While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. They are more likely than others to negotiate on pricing and terms. They generally do not appreciate an overfriendly approach and prefer to stay to-the-point.

### 👉 Topics They Care About

Paula has no verified topics they care about

## Media Appearances

Paula has no verified media appearances

## Work History

- 2-2026  
VP, Brand Strategy & Experience at Dossier Perfumes
- 2-2024 - 1-2026  
Director of Branding at Dossier Perfumes
- 1-2022 - 1-2024  
Brand Manager at Dossier Perfumes
- 11-2019 - 8-2020  
Speakers Manager at TEDxMontpellierBS
- 3-2019 - 9-2020  
Project Manager - Innovation Hub at Oracle

## Education

- 2018 - 2020  
Master's degree from MBS School of Business
- 2016 - 2018  
Bachelor of Business Administration - BBA from La Trobe University

## More Information

Social Presence :



Prographics :

Exp : 6 Location : **New York City Metropolitan Area, United States** Job Level : **Senior**

Designation : **VP, Brand Strategy & Experience at Dossier Perfumes**

## Insights For Selling To Paula

### 👉 During A Call Or A Meeting

#### DO's

- Back up any claims with data and numbers
- Share as much information as possible regarding your product
- Keep some extra margin in hand as they will likely negotiate the pricing

#### DONT's

- Don't depend too much on anecdotal evidence, it reduces their confidence
- Don't try to be too friendly or informal with them
- 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 Paula, 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:** 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 Paula is

- *Confidence that the product provides ROI, effective pricing and process adherence matter the most to them.*

Will you ever get a clear answer from Paula

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

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## Insights For Deal Planning

How Fast (Or Slow) Will Paula Move?

- *They can move at a reasonable pace while making their decisions if they have the necessary information.*

Can Paula Take Some Risk Or Not?

- *If they believe that they have analyzed the situation well, they can take a little risk.*

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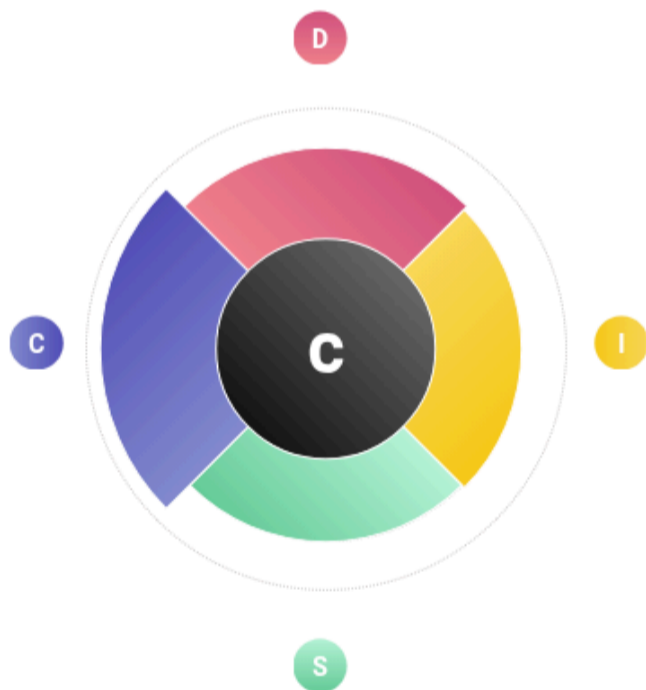
## You And Paula

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Paula'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.