



## PHIL COSTNER

**Inspirer**  
DISC Type : id

**President & CEO at Rentsoc Hospitality**  
Surprise, Arizona, United States

### Overview

Phil has no verified overview

#### 👉 Personality Overview

Generous      Fast Adopter      Confident & Optimistic

They usually prefer to drive the conversation. They measure a product on its merit but can be influenced by strong testimonials. They respond well to objective pitches but also attach some value to relationships.

#### 👉 Topics They Care About

Phil has no verified topics they care about

### Media Appearances

Phil has no verified media appearances

### Work History

- 4-2017  
President & CEO at Rentsoc Hospitality
- 3-2022 - 1-2023  
Commander de Cuisine at Long Beach Yacht Club
- 1-2019 - 1-2020  
COO at The Lowlands Group
- 7-2016 - 3-2017  
Chief Executive Officer at Granite City Food & Brewery / Cadillac Ranch
- 3-2015 - 6-2016  
President / CEO at Elite Sports Bar Group

### Education

- 1980 - 1982  
Associate's Degree from The Culinary Institute of America

## More Information

Social Presence :



Prographics :

Exp : 27 Location : **Surprise, Arizona, United States** Job Level : **Leadership**

Designation : **President & CEO at Rentsoc Hospitality**

## Insights For Selling To Phil

### 👉 During A Call Or A Meeting

#### DO's

- Look like someone who is on top of their game
- Refer to testimonials from well known people to highlight the value of your product
- Acknowledge their status and position during the conversation

#### DONT's

- Avoid focusing only on the product or its ROI, keep building trust subtly
- Don't be unorganized, be prepared for the pitch
- Don't be too verbose or overly friendly; a little bit, however, is fine

## 👉 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 Phil, [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:** Phil, 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 Phil is

- *Confidence in the product's value is critical, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Phil

- *They will not hesitate to say no if they do not develop conviction.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Phil Move?

- *They can take fast decisions if they develop conviction in the product and find you trustworthy.*

Can Phil Take Some Risk Or Not?

- *They have the capability of taking risky decisions if necessary.*

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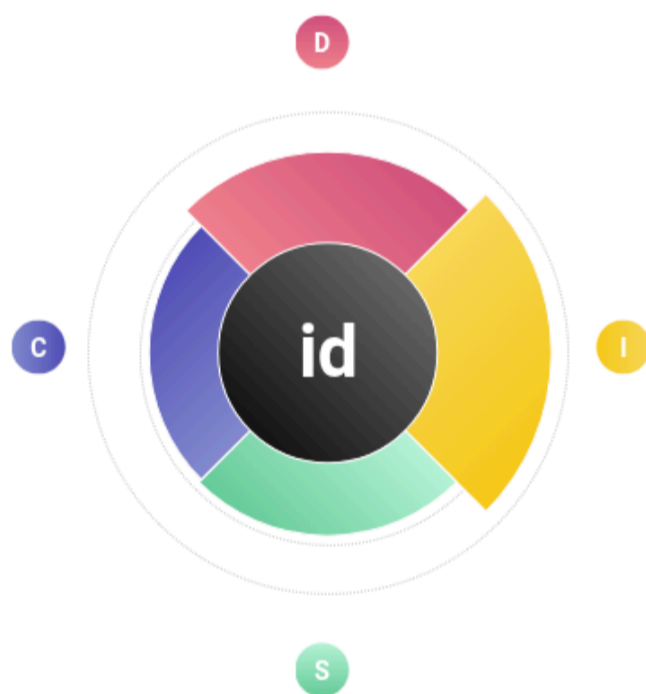
## You And Phil

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Phil'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.