



RACHELE YEOMANS

Wildcard
DISC Type : cis

Chief Executive Officer at 18th Logistics
Greater Seattle Area, United States

Overview

Rachele has no verified overview

👉 Personality Overview

Friendly But Slow **Requires Proof** **Curious But Skeptical**

They are unlikely to ever become strong champions even when the conversations are going well; you should focus on cultivating other champions They typically tend to be late adopters even when they seem friendly and excited about what you have to sell They are often friendly and nice, but can sometimes surprise you with their piercing questions

👉 Topics They Care About

Rachele has no verified topics they care about

Media Appearances

Rachele has no verified media appearances

Work History

- 8-2022
Chief Executive Officer at 18th Logistics
- 7-2022
President at Polar Freight Forwarders
- 11-2020
Vice President Of Business Development at Aloha Freight Forwarders, Inc.
- 1-2019 - 11-2020
VP, Business Development at Hawaiian Express Service
- 2-2015 - 1-2019
National Account Executive at Hawaiian Express Service

Education

- Education details unavailable from University of Alaska Anchorage

More Information

Social Presence :



Prographics :

Exp : **12** Location : **Greater Seattle Area, United States** Job Level : **Leadership**

Designation : **Chief Executive Officer at 18th Logistics**

Insights For Selling To Rachele

👉 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
- Build rapport, it will come handy to handle hard questions later

DONT's

- Don't ask them to move fast, let them take their time and digest all the information
- Do not sound overly eager, modulate your energy levels especially if you are generally enthusiastic
- Avoid winging it with them particularly, answer a question only if you know the answer well

👉 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 Rachele, 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 Rachele is

- *Clear proof of product value matters to them, followed by others' testimonials and rapport.*

Will you ever get a clear answer from Rachele

- *They are likely to give you a clear answer without taking you around in circles. However, if you share a good relationship, they might not be so forthcoming.*

Insights For Deal Planning

How Fast (Or Slow) Will Rachele Move?

- *They like to perform full analysis and can take time to make any decision.*

Can Rachele Take Some Risk Or Not?

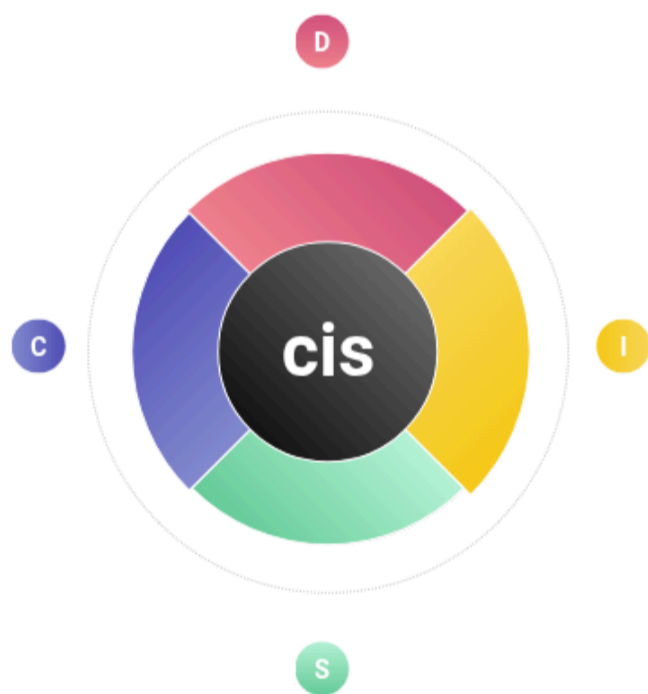
- *They weigh all decisions systematically and are unlikely to take many risks.*

You And Rachele

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Rachele'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.

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.