



REESE HOWELL

Supporter
DISC Type : s

CEO at Celtic Bank
Salt Lake City, Utah, United States

Overview

Reese has no verified overview

Personality Overview

Calm

Procedural

Risk-averse

They prefer to follow rules and procedures. They are unlikely to become strong champions as they don't prefer pushing other people. Their motivation stems from the impact that their decisions can have on the organization.

Topics They Care About

Reese has no verified topics they care about

Media Appearances

Reese has no verified media appearances

Work History

- CEO at Celtic Bank

Education

Reese has no verified education history

More Information

Social Presence :



Prographics :

Exp : **N/A** Location : **Salt Lake City, Utah, United States** Job Level : **Leadership** Designation : **CEO at Celtic Bank**

Insights For Selling To Reese

👉 During A Call Or A Meeting

DO's

- Talk about refund and cancellation policy if the need arises
- Engage other key stakeholders on their side and leverage if they approve of your product
- Show willingness to accommodating their needs or requests

DONT's

- Avoid saying anything that sounds like a risky proposition
- Don't rush them to make quick decisions
- Don't don the salesperson avatar, be the friendly advisor instead

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Reese, how are you? This is [user_fname] at [user_companynamewordstwowords].

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

Ask: Reese, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 When Writing An Email

Subject: Formal

Example: Discussion regarding next steps', 'Humantic AI and sales conversion' etc.

Salutation: Yes (Something formal)

Example: Use 'Hello', 'Dear' etc. (along with the first name)

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'Thanks for taking the time' etc.

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Simply lay out the next steps

Example: Something like 'Would you be available to speak tomorrow?'

Complimentary Close: Formal

Example: Something standard like 'Warm regards', 'Best wishes' etc.

Tone of Words: Friendly, second-person

Overall Messaging: Focused on social proof and process

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Reese is

- *Low-risk, go-ahead from other stakeholders and successful evaluation as per process matter the most to them.*

Will you ever get a clear answer from Reese

- *They don't say no very often, and can take you around in circles sometimes.*

Insights For Deal Planning

How Fast (Or Slow) Will Reese Move?

- *They do not like to rush and can be quite slow in their decision making.*

Can Reese Take Some Risk Or Not?

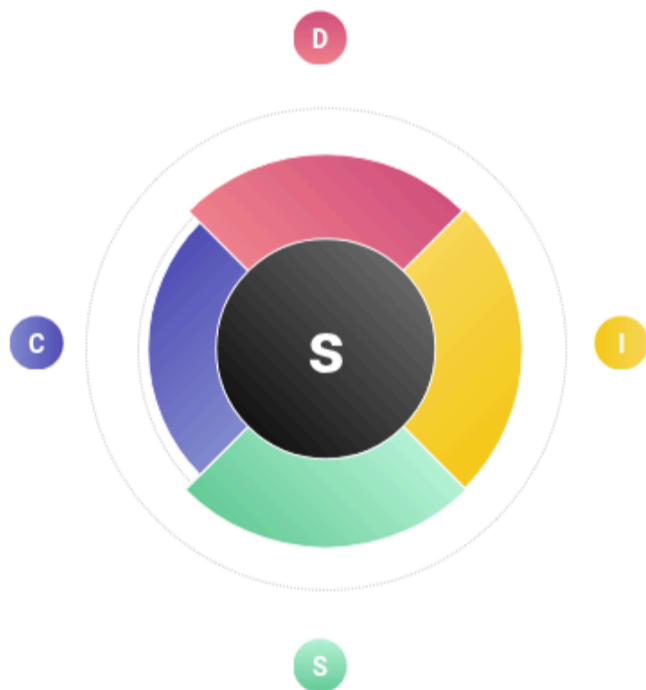
- *They are risk-averse and like to make decisions that others support.*

You And Reese

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Reese's Key Traits



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.