



RIC BOCCIO

Go-getter
DISC Type : d

President at New Road Advertising
New York City Metropolitan Area, United States

Overview

Ric has no verified overview

👉 Personality Overview

Vision Oriented

Fast-Paced

Challenger

They respond well to confident salespeople. They focus on objectivity in a pitch and pay little attention to bells and whistles. They don't always try to control the conversation but neither do they like yielding it fully.

👉 Topics They Care About

Ric has no verified topics they care about

Media Appearances

Ric has no verified media appearances

Work History

- 6-2020
President at New Road Advertising
- 10-2011 - 6-2020
Regional Manager at Star Performance Marketing

Education

- Education details unavailable from Hofstra University

More Information

Social Presence :



Prographics :

Exp : 14 Location : New York City Metropolitan Area, United States Job Level : N/A

Designation : President at New Road Advertising

Insights For Selling To Ric

👉 During A Call Or A Meeting

DO's

- Highlight the competitive differentiation of your product
- Refer to testimonials from others in similar positions
- Stress on the business value that your product offers

DONT's

- Don't try too hard to get friendly, let it happen with time
- Refrain from asking too many questions
- Do not give up if they are not convinced, try again with a different approach

👉 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: Ric, 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

Example: Personalization', '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: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Skip 'Warm regards', 'Best wishes' etc., just write your name

Tone of Words: Confident, challenging

Overall Messaging: Focused on results

Length of Mail: Very Short

Example: Less than 75 words

👉 While Negotiating & Closing

The secret to closing fast with Ric is

- *Belief in the product plays an important role, followed by objective proof and testimonials.*

Will you ever get a clear answer from Ric

- *They may hesitate slightly, but if they are not convinced, they will say no.*

Insights For Deal Planning

How Fast (Or Slow) Will Ric Move?

- *Their decision making speed is somewhere in the middle.*

Can Ric Take Some Risk Or Not?

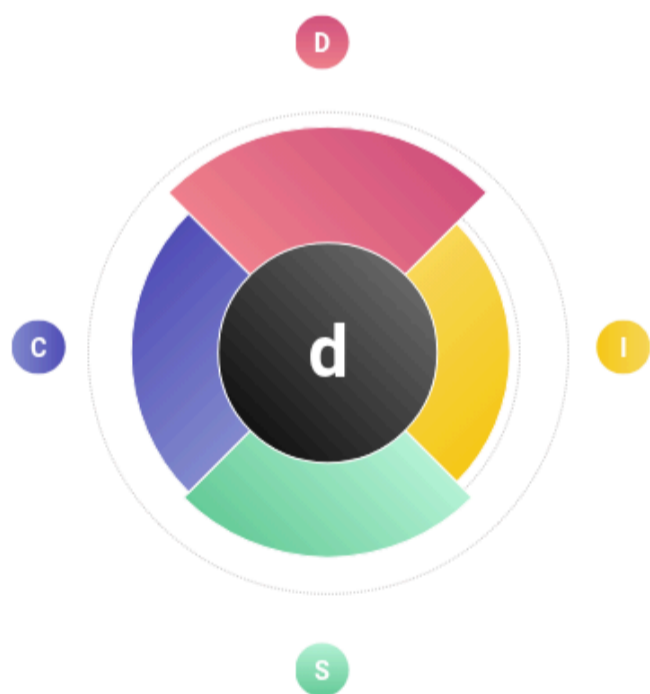
- *They can take risks only after they have analyzed the advantages and disadvantages.*

You And Ric

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Ric'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.