



RICK CANALE

Critic
DISC Type : C

President at Exotic Flowers in Boston
Suffolk County, Massachusetts, United States

Overview

Rick has no verified overview

👉 Personality Overview

Information Seeker Objective Thinker ROI Driven

They choose to analyze logically and value facts to emotions. They don't appreciate bells and whistles unless backed by data. They like to do things independently and don't look for support from others.

👉 Topics They Care About

Rick has no verified topics they care about

Media Appearances

Rick has no verified media appearances

Work History

- 4-2022
President at Exotic Flowers in Boston
- 6-2017 - 3-2020
Vice President Of Product Development at Treasure, Inc.
- 1-2007 - 12-2020
Advanced Collector at Fenway Collection 1912
- 5-1993
Vice President of Business Development at Exotic Flowers in Boston
- 4-1993
Director of Business Development at Exotic Flowers in Boston

Education

- 1989 - 1993
Bachelor of Arts from Boston College
- 1983 - 1989
Mortui Vivos Docent from The Roxbury Latin School

More Information

Social Presence :



Prographics :

Exp : 36 Location : Suffolk County, Massachusetts, United States Job Level : Senior

Designation : President at Exotic Flowers in Boston

Insights For Selling To Rick

👉 During A Call Or A Meeting

DO's

- Be ready to answer many clarity-seeking questions and requests for information
- Be formal and objective, they will appreciate it more
- Leverage facts and figures wherever possible; use percentages, numbers etc.

DONT's

- Don't give superficial answers, they are easily rattled by them
- Do not use very emotional or colorful language
- Make extra effort to not seem pushy or confrontational

👉 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 Rick, 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 Rick is

- *Proven ROI, pricing and objective proof points are the factors that sway their decision.*

Will you ever get a clear answer from Rick

- *They are comfortable saying no if they are convinced that it is the correct decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Rick Move?

- *They are neither the fastest nor the slowest decision makers, they are somewhere in the middle.*

Can Rick Take Some Risk Or Not?

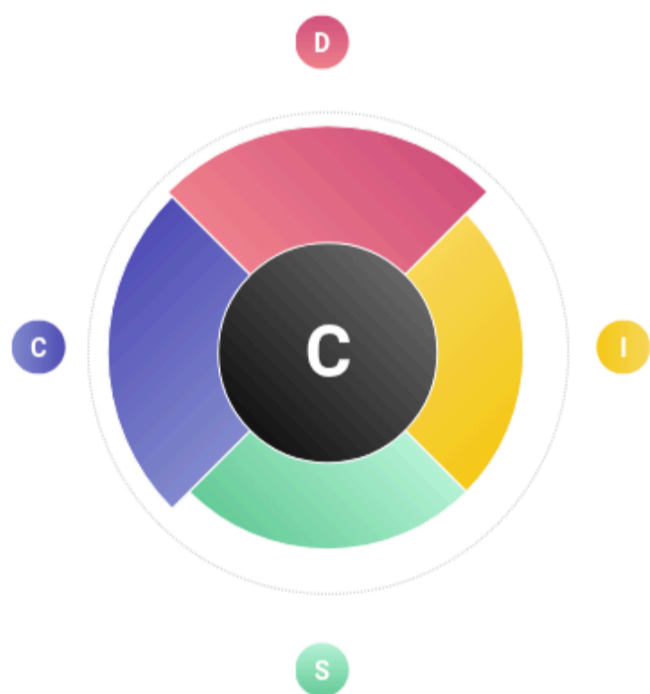
- *They can bear some risk if their analysis backs the decision.*

You And Rick

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Rick'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.