



# ROBIN SEMPF

**Go-getter**  
DISC Type : d

**Director - Marketing & Customer Experience at Alliant Energy**  
Cedar Rapids, Iowa, United States

## Overview

Robin has no verified overview

### 👉 Personality Overview

Decisive      Direct & Candid      Self-Confident

They can be nudged to make faster decisions by offering what they value. They respond well to confident salespeople. They care equally about the product and its potential impact.

### 👉 Topics They Care About

Robin has no verified topics they care about

## Media Appearances

Robin has no verified media appearances

## Work History

- 2-2025  
Director - Marketing & Customer Experience at Alliant Energy
- 8-2019 - 2-2025  
Director - Marketing and Creative Strategy at Alliant Energy
- 4-2017 - 8-2019  
Manager - Marketing Strategy at Alliant Energy
- 4-1996 - 11-1998  
Director of Public Relations and Development at National Kidney Foundation of Iowa

## Education

- 2018 - 2019  
Master of Business Administration - MBA from University of Dubuque
- 1988 - 1992  
Bachelor's of Science from Northwest Missouri State University

## More Information

Social Presence :



Prographics :

Exp : **11** Location : **Cedar Rapids, Iowa, United States** Job Level : **Mid-senior**

Designation : **Director - Marketing & Customer Experience at Alliant Energy**

## Insights For Selling To Robin

### 👉 During A Call Or A Meeting

#### DO's

- Be crisp while making the pitch
- Ask them questions confidently while doing discovery, don't be apologetic
- Refer to testimonials from others in similar positions

#### DONT's

- Do not give up if they are not convinced, try again with a different approach
- Avoid repeating yourself or making generalizations
- Avoid long winding pitches, stay objective

## 👉 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: Robin, 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 Robin is

- *Conviction in the product matters to them, followed by proof points and strong testimonials.*

Will you ever get a clear answer from Robin

- *They may not be very forthcoming, but they will say no if needed.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Robin Move?

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

Can Robin Take Some Risk Or Not?

- *They can take risks but after weighing up the pros and cons.*

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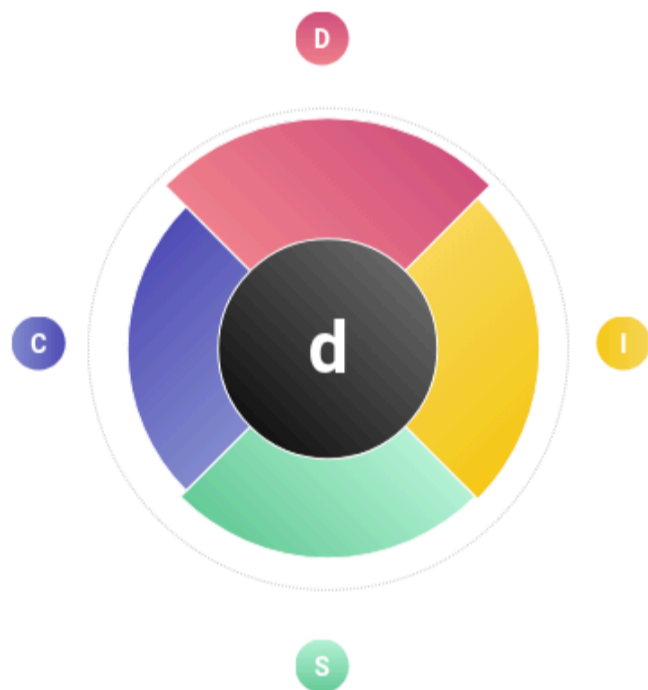
## You And Robin

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Robin'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.