



ROD S.

Sharpshooter
DISC Type : DC

SVP & Chief People Officer at Marco's Pizza (Marco's Franchising, LLC)
Nashville, Tennessee, United States

Overview

Rod has no verified overview

Personality Overview

Fast But Analytical

ROI Driven

Precise But Practical

They respond better to strong and respectful interactions. They like to move fast and expect the same from others. They are not always relationship oriented.

Topics They Care About

Rod has no verified topics they care about

Media Appearances

Rod has no verified media appearances

Work History

- 1-2020
SVP & Chief People Officer at Marco's Pizza (Marco's Franchising, LLC)
- 2-2018 - 1-2020
Vice President, Talent Management | Marco's Franchising, LLC at Marco's Pizza (Marco's Franchising, LLC)
- 1-2015 - 1-2018
Senior Director, Learning and Development | Marco's Franchising, LLC at Marco's Pizza (Marco's Franchising, LLC)
- 12-2021
Vice President / Board of Directors at The Marco's Pizza Foundation (501c3)

Education

- Certificate from University of Colorado Boulder - Leeds School of Business
- Doctor of Education (EdD) from Argosy University

• 6-2008 - 6-2016

Adjunct Assistant Professor, College of Aeronautics/
National Security & Intelligence Studies at Embry-
Riddle Aeronautical University

More Information

Social Presence :



Prographics :

Exp : **17** Location : **Nashville, Tennessee, United States** Job Level : **Leadership**

Designation : **SVP & Chief People Officer at Marco's Pizza (Marco's Franchising, LLC)**

Insights For Selling To Rod

👉 During A Call Or A Meeting

DO's

- Be respectful but crisp
- Speak about competitive differentiation that your product offers
- When negotiating terms, help them build an impression that they are the ones calling the shots

DONT's

- Avoid being too verbose
- Do not hesitate from asking counter questions, just avoid challenging their authority
- Do not back off when challenged, respond with a confident, objective answer instead

👉 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: Rod, 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, measured

Example: Will this work?', '6.2% revenue impact' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip usual 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: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

Example: Less than 100 words

👉 While Negotiating & Closing

The secret to closing fast with Rod is

- *Conviction around the impact matters the most to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Rod

- *If they decide not to use your product, they will say no clearly.*

Insights For Deal Planning

How Fast (Or Slow) Will Rod Move?

- *They can reach decisions fairly quickly if they are convinced.*

Can Rod Take Some Risk Or Not?

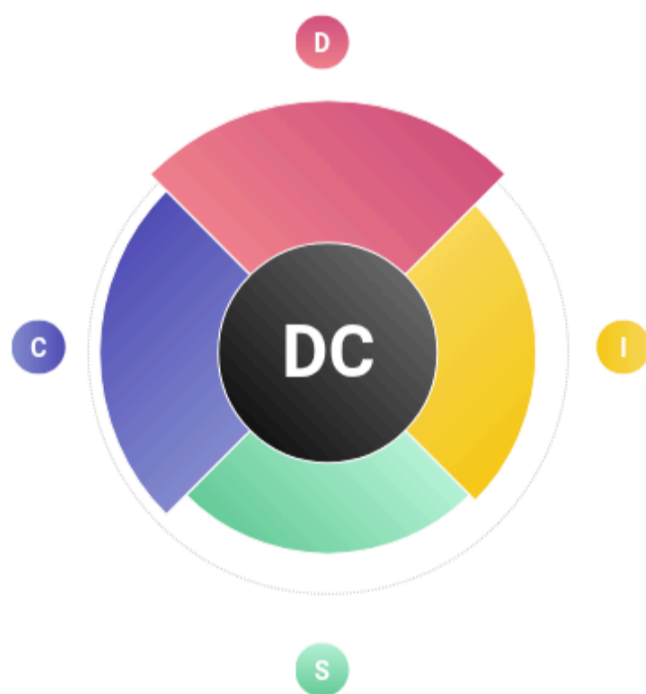
- *They don't mind risks but can be quite binary about them.*

You And Rod

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Rod'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.

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.