



## RON WIVAGG

**Captain**  
DISC Type : DS

**SVP Sales Performance & Development at Prosperity Home Mortgage, LLC**  
Ashburn, Virginia, United States

### Overview

Ron has no verified overview

#### 👉 Personality Overview

Output-Driven      Decisive But Calm      Long-Term Thinker

They are very professional in their approach and can weigh multiple perspectives together. Reading between the lines and seeing beyond your words comes naturally to them. They exhibit a rare combination of being result-oriented but patient at the same time.

#### 👉 Topics They Care About

Ron has no verified topics they care about

### Media Appearances

Ron has no verified media appearances

### Work History

- 3-2025  
SVP Sales Performance & Development at Prosperity Home Mortgage, LLC
- 1-2021  
SVP, Sales Performance & Development at Prosperity Home Mortgage, LLC
- 2014 - 2021  
VP, Divisional Sales Leader at Prosperity Home Mortgage, LLC
- 2013 - 3-2025  
SVP, National Sales & Support at Prosperity Home Mortgage, LLC
- 2010 - 2013

### Education

- 1987 - 1991  
BS/BA from University of Pittsburgh

Area Sales Manager at Prosperity Home Mortgage, LLC

## More Information

### Social Presence :



### Prographics :

Exp : **34** Location : **Ashburn, Virginia, United States** Job Level : **Leadership**

Designation : **SVP Sales Performance & Development at Prosperity Home Mortgage, LLC**

## Insights For Selling To Ron

### 👉 During A Call Or A Meeting

#### DO's

- You can spend time on BANT (or other qualification methodology) but keep it to the point
- Let them know of potential risks but suggest mitigation methods alongside
- Use phrases like 'your team deserves', 'best in class' etc.

#### DONT's

- Don't shy away from asking hard questions, but be extra polite
- Don't focus too much on mutual contacts or bother about other stakeholders, focus on them
- Avoid putting conscious effort into relationship-building

## 👉 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: Ron, 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, formal

*Example: Personalized sales funnel', '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: Formally state your ask

*Example: Something like 'If you are available tomorrow, shall we discuss this?'*

Complimentary Close: None or standard

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

Tone of Words: Confident with a formal touch

Overall Messaging: Focused on output

Length of Mail: Short

*Example: Maximum upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Ron is

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Ron

- *They will say no if they are not convinced but you will have to prompt them.*

## Insights For Deal Planning

How Fast (Or Slow) Will Ron Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Ron Take Some Risk Or Not?

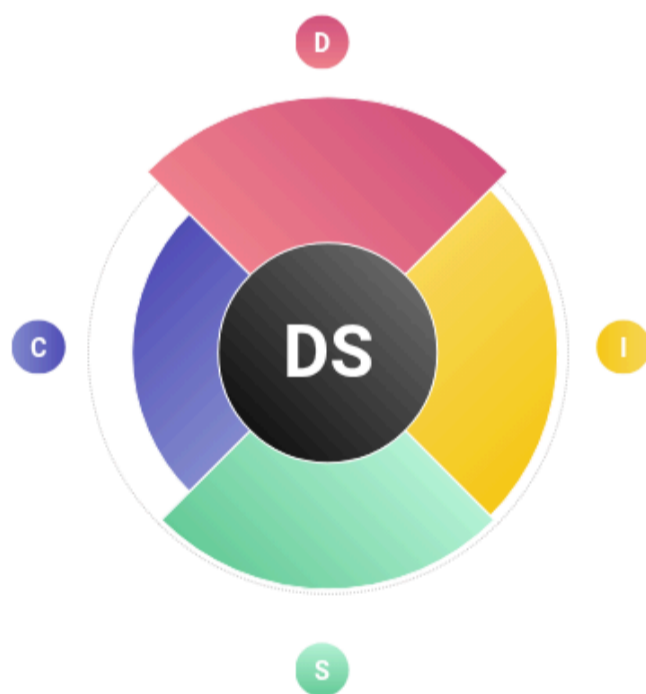
- *They have good risk tolerance but are likely to think it through once or twice.*

## You And Ron

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Ron'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.

### **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.