



RUBEN LONGORIA

Wildcard
DISC Type : csi

Marketing Operations and Training Manager. at Woodmont Real Estate Services
Patterson, California, United States

Overview

Ruben has no verified overview

👉 Personality Overview

Requires Proof ROI Driven Friendly But Slow

They are often friendly and nice, but can sometimes surprise you with their piercing questions. They are unlikely to ever become strong champions even when the conversations are going well; you should focus on cultivating other champions. They typically tend to be late adopters even when they seem friendly and excited about what you have to sell.

👉 Topics They Care About

Ruben has no verified topics they care about

Media Appearances

Ruben has no verified media appearances

Work History

- 10-2024
Marketing Operations and Training Manager. at Woodmont Real Estate Services
- 9-2022 - 10-2024
Marketing Manager at Woodmont Real Estate Services
- 12-2018 - 9-2022
Property Manager-Watermark Place at Woodmont Real Estate Services
- 10-2016 - 12-2018
Neighborhood Director-Icon at Park & Icon at Doyle at Prometheus Real Estate Group
- 7-2015 - 9-2016

Education

- 2020 - 5-2022
Bachelor of Arts - BA from California State University, Chico
- 2017 - 2019
Associate of Arts - AA from Chabot College

Assistant Neighborhood Director- South Shore
Beach & Tennis Club at Prometheus Real Estate
Group

More Information

Social Presence :



Prographics :

Exp : **15** Location : **Patterson, California, United States** Job Level : **Middle**

Designation : **Marketing Operations and Training Manager. at Woodmont Real Estate Services**

Insights For Selling To Ruben

👉 During A Call Or A Meeting

DO's

- Help them understand the risk aspect fully while inspiring confidence
- Persuade objectively how your product will help them achieve their goals
- Help them realize that there is no personal risk in making this decision

DONT's

- Do not sound overly eager, modulate your energy levels especially if you are generally enthusiastic
- Don't overhype the product/pitch, keep it measured
- Avoid winging it with them particularly, answer a question only if you know the answer well

👉 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 Ruben, 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: Precise

Example: Measurable results', '6.2% more sales' etc.

Salutation: Yes (Something formal)

Example: Use 'Hi' (along with the first name)

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'I hope that you are doing well' etc.

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'

Complimentary Close: Formal

Example: Something simple like 'Thanks', 'Regards' etc.

Tone of Words: Objective, informational

Overall Messaging: Focused on removing doubts

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Ruben is

- *Clear proof of product value matters to them, followed by others' testimonials and rapport.*

Will you ever get a clear answer from Ruben

- *They are likely to give you a clear answer without taking you around in circles. However, if you share a good relationship, they might not be so forthcoming.*

Insights For Deal Planning

How Fast (Or Slow) Will Ruben Move?

- *They like to perform full analysis and can take time to make any decision.*

Can Ruben Take Some Risk Or Not?

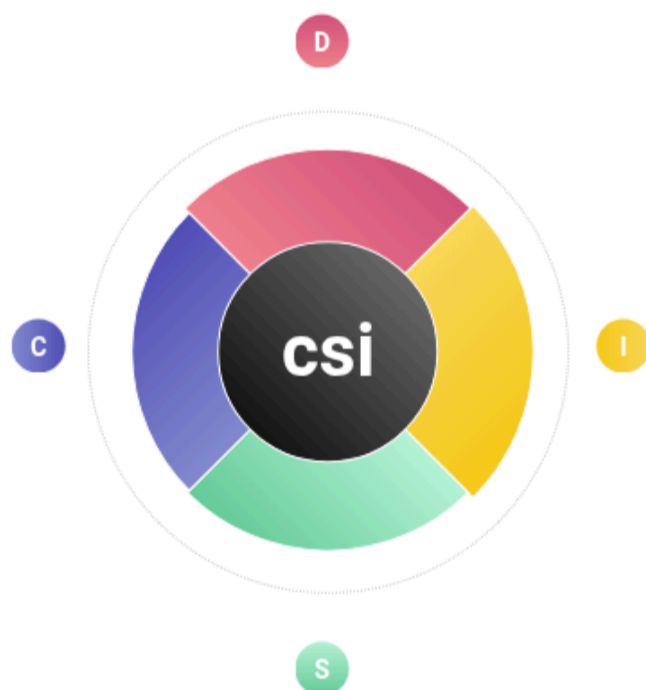
- *They weigh all decisions systematically and are unlikely to take many risks.*

You And Ruben

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Ruben'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.

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.

INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.