



RUSS KYFF

Balancer
DISC Type : S

Vice President of Sales and Marketing at Mustad Fishing
Miami-Fort Lauderdale Area, United States

Overview

Russ has no verified overview

Personality Overview

Formal Mannered **Empathetic** **Good Listener**

They are confident about making long-term decisions. Even if it takes time, they prefer following the process. They are polite and respectful but practical.

Topics They Care About

Russ has no verified topics they care about

Media Appearances

Russ has no verified media appearances

Work History

- 3-2025
Vice President of Sales and Marketing at Mustad Fishing
- 12-2024 - 3-2025
VP eCommerce & Customer Care at Coldwater Creek
- 2-2022 - 12-2024
Director of E-Commerce at Mustad Fishing
- 10-2021 - 2-2022
E-Commerce (Guy Harvey) at Intradeco
- 3-2019 - 11-2021
Director Of E-Commerce at Guy Harvey Enterprises

Education

- Education details unavailable from Liberty University

More Information

Social Presence :



Prographics :

Exp : 7 Location : **Miami-Fort Lauderdale Area, United States** Job Level : **Senior**

Designation : **Vice President of Sales and Marketing at Mustad Fishing**

Insights For Selling To Russ

👉 During A Call Or A Meeting

DO's

- Be very observant about how they perceive the risk in the decision
- Focus on making them comfortable before really commencing the sales motion
- Unless they are the decision maker, bring other stakeholders into the process early

DONT's

- Don't push them for a no, take the lack of yes as a no after a certain point
- Don't brush off their concerns, their comfort with you will go down
- Skip mentioning details that are confusing

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Russ, how are you? This is [user_fname] at [user_companynamewordstwowords].

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

Ask: Russ, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 When Writing An Email

Subject: Formal

Example: Discussion regarding next steps', 'Humantic AI and sales conversion' etc.

Salutation: Yes (Something formal)

Example: Use 'Hello', 'Dear' etc. (along with the first name)

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'Thanks for taking the time' etc.

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Simply lay out the next steps

Example: Something like 'Would you be available to speak tomorrow?'

Complimentary Close: Formal

Example: Something standard like 'Warm regards', 'Best wishes' etc.

Tone of Words: Friendly, second-person

Overall Messaging: Focused on social proof and process

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Russ is

- *Low-risk, adoption by others and strong collaterals matter the most to them.*

Will you ever get a clear answer from Russ

- *They never like to say no directly, they postpone the decisions or just go silent.*

Insights For Deal Planning

How Fast (Or Slow) Will Russ Move?

- *They can be very slow in making decisions.*

Can Russ Take Some Risk Or Not?

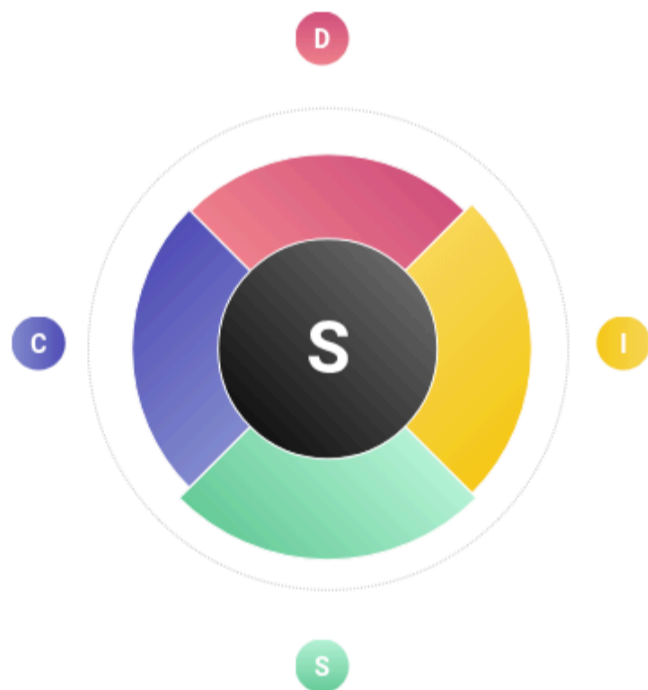
- *They are very likely to play it safe rather than taking risk.*

You And Russ

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Russ's Key Traits



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.