



SJ SCRIBNER

Evaluator
DISC Type : sdc

Owner at White Mountain Recovery, LLC
Nashua, New Hampshire, United States

Overview

SJ has no verified overview

👉 Personality Overview

Hard To Convince Quality Focused Fast But Analytical

They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical. They focus on the results, but can still be quite procedural and analytical about how to get there. They are not very likely to become strong advocates of your product or service.

👉 Topics They Care About

SJ has no verified topics they care about

Media Appearances

SJ has no verified media appearances

Work History

- 8-2017
Owner at White Mountain Recovery, LLC

Education

SJ has no verified education history

More Information

Social Presence :



Prographics :

Exp : 8 Location : Nashua, New Hampshire, United States Job Level : N/A

Designation : Owner at White Mountain Recovery, LLC

Insights For Selling To SJ

👉 During A Call Or A Meeting

DO's

- Showcase how you can impact results but also make sure that you share detailed information too
- Keep a professional, business-like approach; especially if you tend to get informal quickly
- Help them see both - the 'big picture' impact and the ROI of the investment

DONT's

- Avoid making strong statements, instead invite them to agree with you by asking them questions
- Don't focus on relationship, focus purely on the merit of your product
- Avoid self-deprecating references or general informality, it could decrease their trust in you

👉 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 SJ, how are you? This is [user_fname] at [user_companynamefirsttwowords].

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: SJ, 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: 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 SJ is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from SJ

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

Insights For Deal Planning

How Fast (Or Slow) Will SJ Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can SJ Take Some Risk Or Not?

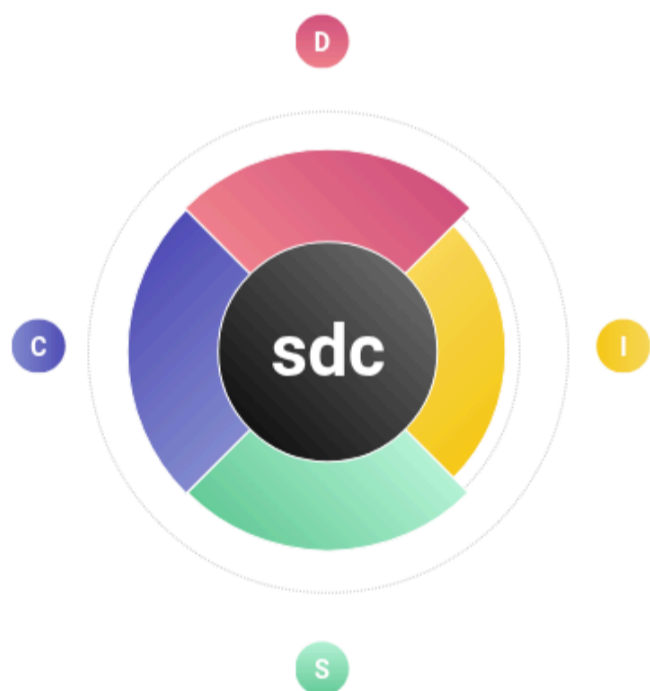
- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

You And SJ

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : SJ'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.

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.