



SARAH BEAUDOIN

Inspirer
DISC Type : di

Sr. Director of Marketing Communications and Partner Marketing at ZEDEDA
Sunnyvale, California, United States

Overview

Sarah has no verified overview

👍 Personality Overview

Generous Charming & Persuasive Confident & Optimistic

They measure a product on its merit but can be influenced by strong testimonials. They don't mind taking a stand if they believe in something. They usually prefer to drive the conversation.

👍 Topics They Care About

Sarah has no verified topics they care about

Media Appearances

Sarah has no verified media appearances

Work History

- 8-2022
Sr. Director of Marketing Communications and Partner Marketing at ZEDEDA
- 10-2018 - 8-2022
Director of Marketing Communications and Partner Marketing at ZEDEDA
- 6-2017 - 10-2018
Product Marketing Manager at Druva
- 6-2016 - 6-2017
Chief of Staff at Druva
- 8-2015 - 6-2016
Analyst & Customer Engagement, Sr. Manager at Druva

Education

- 1994 - 1999
Bachelor of Arts from Michigan State University
- Education details unavailable from Michigan State University

More Information

Social Presence :



Prographics :

Exp : 26 Location : Sunnyvale, California, United States Job Level : Senior

Designation : Sr. Director of Marketing Communications and Partner Marketing at ZEDEDA

Insights For Selling To Sarah

👉 During A Call Or A Meeting

DO's

- Acknowledge their status and position during the conversation
- Refer to testimonials from well known people to highlight the value of your product
- Look like someone who is on top of their game

DONT's

- Avoid focusing only on the product or its ROI, keep building trust subtly
- Don't be very informal even if they are being so themselves
- Don't be too verbose or overly friendly; a little bit, however, is fine

👉 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: Sarah, 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: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

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

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Sarah is

- *Belief in the value of the product, relationship and a sense of accomplishment matter the most.*

Will you ever get a clear answer from Sarah

- *They are not shy of saying no if they do not develop trust in your product.*

Insights For Deal Planning

How Fast (Or Slow) Will Sarah Move?

- *If they develop confidence in your product and you, then they can make fast decisions.*

Can Sarah Take Some Risk Or Not?

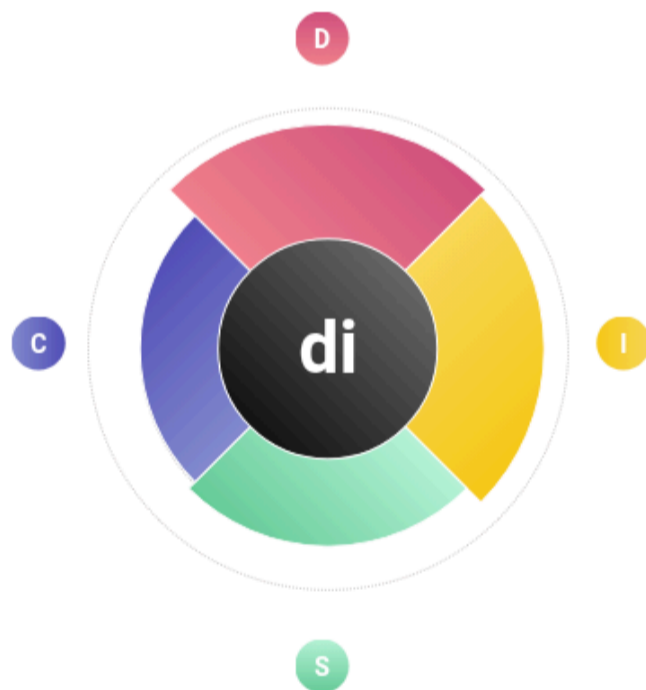
- *If necessary, they have the ability to take risky decisions.*

You And Sarah

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Sarah'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.

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.