



SARAH FERRARA

Observer

DISC Type : ic

Assistant Director of Marketing at William James College

Newton, Massachusetts, United States

Overview

Sarah has no verified overview

Personality Overview

Example Seeker

Assertive

Value Driven

They are generally strong communicators and are not easy to convince. They ask a lot of questions and rely heavily on information and collaterals. They can sound friendly and charming but can quickly change gears to become inquisitive and probing.

Topics They Care About

Sarah has no verified topics they care about

Media Appearances

Sarah has no verified media appearances

Work History

- 6-2022
Assistant Director of Marketing at William James College
- 9-2020 - 6-2022
Social Media and Digital Content Associate at William James College
- 1-2019 - 9-2020
Marketing and Communications Specialist at William James College
- 9-2016 - 7-2018
Communications Coordinator at Newbury College
- 1-2015 - 5-2016
Social Media Coordinator at Assumption College
Department of Communications

Education

- 2012 - 2016
Bachelor's Degree from Assumption University
- 2008 - 2012
High School from Wilmington High School

More Information

Social Presence :



Prographics :

Exp : **12** Location : **Newton, Massachusetts, United States** Job Level : **Mid-senior**

Designation : **Assistant Director of Marketing at William James College**

Insights For Selling To Sarah

👉 During A Call Or A Meeting

DO's

- Build rapport, it will come handy to handle hard questions later
- Focus on immediate action-items rather than the larger goals
- Help them understand the risk aspect fully while inspiring confidence

DONT's

- Don't brush off any concerns, take all questions seriously
- Don't try to rush them into a decision, provide all necessary information first
- Avoid making offhand commitments

👉 When Cold Calling

Insights

Pattern Interrupt: Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

Pace: Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

Tone: Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

Tactics To Win: Giving social proof, personal rapport, usage of superlatives, repeating their name.

Mistakes To Avoid: Information overload, use of negations

Making The Ask: Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

Subconscious Driver: They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

Script

Greeting: Hey Sarah, [user_fname] here at [user_companynamewordstwowords] calling you this morning/evening!

Opener: Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

Introduction: We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

Ask: Sarah, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

Close: So morning at around [time] next [tuesday], shall we say? And is it [prospect_email]? Don't want to get that wrong you know!

👉 When Writing An Email

Subject: Exciting but objective

Example: Making it personalized', 'Changing how to sell' etc.

Salutation: Yes (Something usual)

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

Greeting: No

Example: Skip usual lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Logically summarize, keep high energy

Example: Something like 'If these points make it clear, lets wrap this up at 11am?'

Complimentary Close: Unique or standard

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

Tone of Words: Confident, informational

Overall Messaging: Focused on generating excitement while staying objective

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Sarah is

- *Proven value, strong testimonials are important for them, rapport can impact decisions a little.*

Will you ever get a clear answer from Sarah

- *They are practical yet friendly, don't expect a clear no very often.*

Insights For Deal Planning

How Fast (Or Slow) Will Sarah Move?

- *They like to analyze well and can take their time to reach any decisions.*

Can Sarah Take Some Risk Or Not?

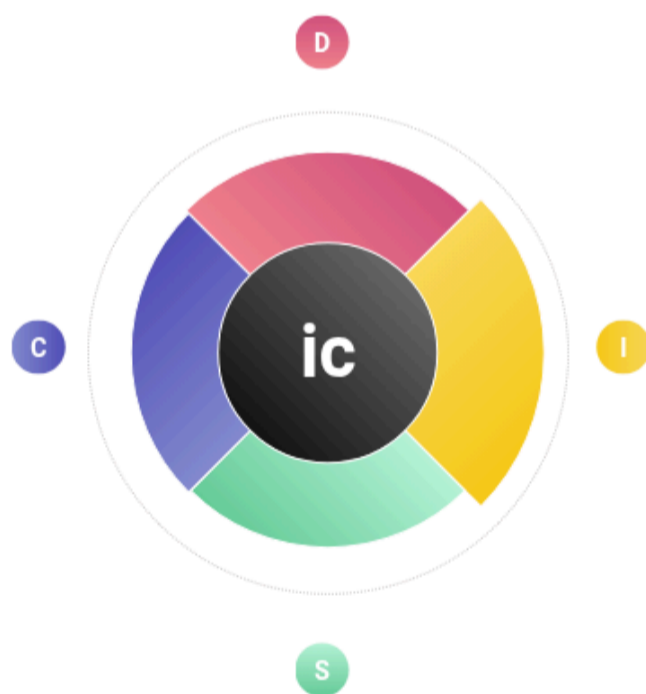
- *They weigh all decisions systematically and are unlikely to take many risks.*

You And Sarah

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Sarah's Key Traits



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.

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.