



# SCOTT WATSON

**Go-getter**  
DISC Type : d

**Chief Sales & Marketing Officer at M3**  
Chesterfield, Missouri, United States

## Overview

Scott has no verified overview

### 👉 Personality Overview

Fast-Paced      Challenger      Vision Oriented

They focus on objectivity in a pitch and pay little attention to bells and whistles. They don't always try to control the conversation but neither do they like yielding it fully. They respond well to confident salespeople.

### 👉 Topics They Care About

Scott has no verified topics they care about

## Media Appearances

Scott has no verified media appearances

## Work History

- 8-2011  
Chief Sales & Marketing Officer at M3
- 2008 - 8-2011  
National Sales Manager, Bank Channel at Reich & Tang
- 2007 - 2008  
Senior Vice President, National Director of Sales at Unalisys, LLC
- 12-2005 - 6-2007  
Sales Director, Eastern Division at Intrasweep, LLC
- 2001 - 2005  
Sales Manager, Strategic Initiatives and Financial Services at Jack Henry & Associates, Inc.

## Education

- 8-1981 - 5-1985  
BS Business Administration from University of Arkansas
- 8-1980 - 5-1981  
Business Administration and Management from Missouri Southern State University

## More Information

Social Presence :



Prographics :

Exp : 25 Location : Chesterfield, Missouri, United States Job Level : Leadership

Designation : Chief Sales & Marketing Officer at M3

## Insights For Selling To Scott

### 👉 During A Call Or A Meeting

#### DO's

- Make sure that they have the necessary authority, they could present false stature sometimes
- Make sure that you you respond to any queries from them quickly
- Tell them that you are there to help them create visible impact within their organization

#### DONT's

- Don't try too hard to get friendly, let it happen with time
- Refrain from asking too many questions
- Don't try to be an alpha salesperson, give them equal space

## 👉 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:** Scott, 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:** To the point

*Example: Personalization', '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:** Clearly state your ask

*Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'*

**Complimentary Close:** None or standard

*Example: Skip 'Warm regards', 'Best wishes' etc., just write your name*

**Tone of Words:** Confident, challenging

**Overall Messaging:** Focused on results

**Length of Mail:** Very Short

*Example: Less than 75 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Scott is

- *Conviction in the product matters to them, followed by proof points and strong testimonials.*

Will you ever get a clear answer from Scott

- *They may not be very forthcoming, but they will say no if needed.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Scott Move?

- *They are neither the fastest decision makers nor the slowest.*

Can Scott Take Some Risk Or Not?

- *They can take risks but after weighing up the pros and cons.*

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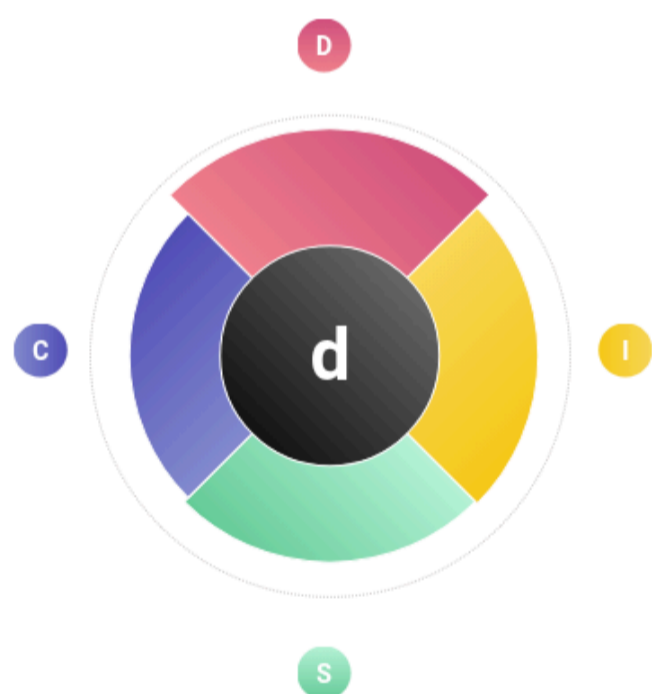
## You And Scott

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Scott'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.