



# SEBASTIAN MARKMAN

**Critic**  
DISC Type : C

**Director of Business Development at PLURAL\***  
Miami, Florida, United States

## Overview

Sebastian has no verified overview

### 👤 Personality Overview

**ROI Driven**   **Critic**   **Precise**

They enjoy working alone and do not rely on others very often. They prefer to do logical analysis and value evidence over emotions. It is very likely that they will negotiate pricing or other important terms.

### 👤 Topics They Care About

Sebastian has no verified topics they care about

## Media Appearances

Sebastian has no verified media appearances

## Work History

- 7-2023  
Director of Business Development at PLURAL\*
- 11-2022 - 6-2023  
Chief Growth Officer, US & LATAM at FIRMA
- 5-2022 - 10-2022  
Director of Growth at Edison
- 10-2019 - 5-2022  
Manager, Growth & Partnerships at the community
- 5-2016 - 10-2019  
Senior Account Executive at the community

## Education

- 2009 - 2013  
Bachelor of Science (BS) from Boston University
- 2005 - 2009  
High School from Saint Andrew's High School

## More Information

Social Presence :



Prographics :

Exp : **11** Location : **Miami, Florida, United States** Job Level : **Mid-senior**

Designation : **Director of Business Development at PLURAL\***

## Insights For Selling To Sebastian

### 👉 During A Call Or A Meeting

#### DO's

- Leverage facts and figures wherever possible; use percentages, numbers etc.
- Use phrases like 'expect X% improvement', 'data clearly shows' etc.
- Don't forget to mention how you compare to competition on both features and pricing

#### DONT's

- Make extra effort to not seem pushy or confrontational
- Avoid phrases like 'trust me', 'others just love' etc.
- Don't try to give too many examples of other users, they like to make their own decisions

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

**Pace:** Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

**Tone:** Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

**Tactics To Win:** Use of negations, giving full information

**Mistakes To Avoid:** Use of superlatives, overusing social proof

**Making The Ask:** Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

**Subconscious Driver:** They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

### Script

**Greeting:** Hi Sebastian, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

**Introduction:** My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

**Ask:** Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

**Close:** Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect\_email] would be the right email ID for you?

## 👉 When Writing An Email

**Subject:** Objective

*Example: Getting personalization right, '40% increase' etc.*

**Salutation:** Yes (Something usual)

*Example: Use 'Hi' or only the first name*

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make sense, shall we speak tomorrow?'*

**Complimentary Close:** None or formal

*Example: Something simple like 'Thanks', or nothing at all.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on allaying doubts and ROI

**Length of Mail:** Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Sebastian is

- *Strong evidence of ROI, effective pricing, and proven data points matter the most to them.*

Will you ever get a clear answer from Sebastian

- *It is not very hard for them to say no if they are not convinced about the decision.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Sebastian Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Sebastian Take Some Risk Or Not?

- *They can take risks if their analysis shows that it would be worth it.*

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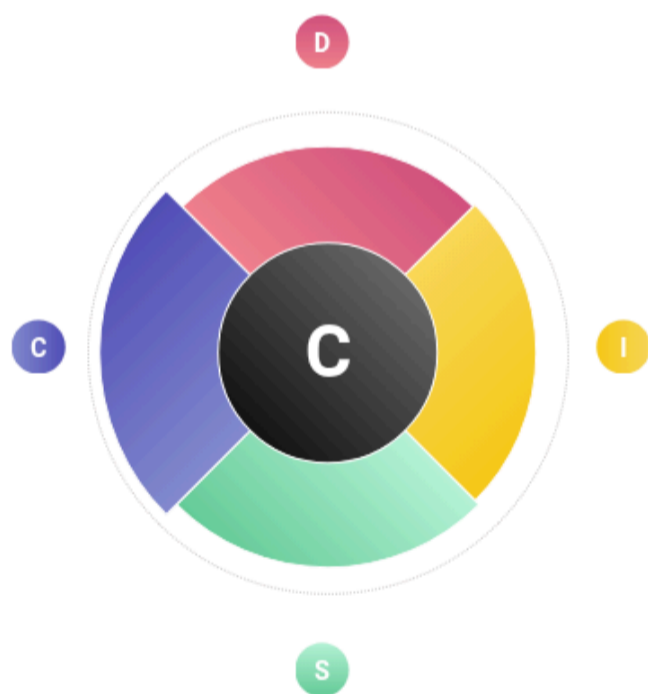
## You And Sebastian

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Sebastian's Key Traits



### **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.