



# SHEPARD BARNES

**Enthusiast**  
DISC Type : i

**Senior Marketing Specialist at Everbridge**  
Raleigh, North Carolina, United States

## Overview

Shepard has no verified overview

### 👉 Personality Overview

**Amiable & Agreeable**

**Story Driven**

**Non-Confrontational**

Unlike D or C types, they are convinced more by stories and testimonials. They tend to be agreeable by nature, so take their promises with a pinch of salt. They prefer to build relationships rather than staying totally transactional.

### 👉 Topics They Care About

Shepard has no verified topics they care about

## Media Appearances

Shepard has no verified media appearances

## Work History

- 7-2025  
Senior Marketing Specialist at Everbridge
- 5-2022 - 7-2025  
Marketing Specialist at Everbridge
- 9-2020 - 12-2020  
Digital Ads Assistant at Yale Program on Climate Change Communication
- 5-2020 - 11-2021  
Fellow at Distributed Sun LLC
- 1-2020 - 5-2020  
Student Photographer - UNC Libraries at University of North Carolina at Chapel Hill

## Education

- 8-2019 - 12-2021  
Master's Degree from UNC Hussman School of Journalism and Media
- 2016 - 2020  
Bachelor's Degree from The University of North Carolina at Chapel Hill

## More Information

Social Presence :



Prographics :

Exp : 6 Location : **Raleigh, North Carolina, United States** Job Level : **Junior**

Designation : **Senior Marketing Specialist at Everbridge**

## Insights For Selling To Shepard

### 👉 During A Call Or A Meeting

#### DO's

- Invite them for a lunch or a drink/coffee
- Maintain high, positive energy and convey confidence
- Refer to interesting customer testimonials and stress on great customer experience

#### DONT's

- Avoid overloading them with too much information
- Don't ask too many questions in one go, weave them into the flow
- Don't be too formal with them, they trust informality more

## 👉 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 Shepard, [user\_fname] here at [user\_companynamewithfirsttwowords] 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:** Shepard, 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:** Personalized, catchy

*Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.*

**Salutation:** Yes (Something casual)

*Example: Use 'Hi', 'Hey' etc. (along with the first name)*

**Greeting:** Yes (Say something interesting/unusual)

*Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Build excitement

*Example: Something like 'So John, lets get the ball rolling?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Excited!', 'To a great partnership!' etc.*

**Tone of Words:** Friendly, first-person

**Overall Messaging:** Focused on the person and relationship

**Length of Mail:** Long

*Example: Maximum upto 150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Shepard is

- *Relationship and rapport are valuable for them, but so is proven product value.*

Will you ever get a clear answer from Shepard

- *They are unlikely to say no directly.*

---

## Insights For Deal Planning

How Fast (Or Slow) Will Shepard Move?

- *They are not very fast decision makers, even while they continue to stay engaged.*

Can Shepard Take Some Risk Or Not?

- *They can take some low-probability risks if needed.*

---

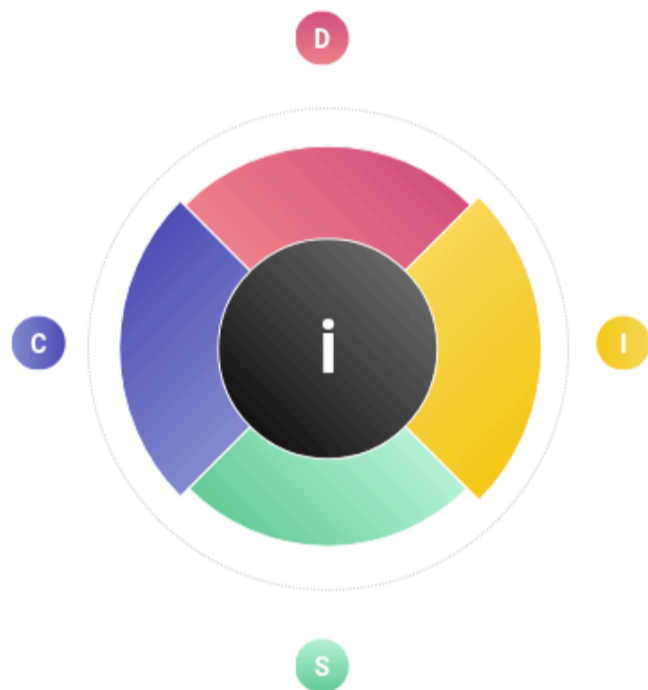
## You And Shepard

### Personality Compatibility

Not enough data to show compatibility comparison

---

## DISC Profile : Shepard'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.