



SOFIE ENGQVIST

Observer
DISC Type : ic

Project Management at GEELY Design Global
Gothenburg, Västra Götaland County, Sweden

Overview

Sofie has no verified overview

👉 Personality Overview

Curious Value Driven Example Seeker

They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They are likely to ask many questions and look heavily for supporting information. They are generally good communicators and can be hard to convince.

👉 Topics They Care About

Sofie has no verified topics they care about

Media Appearances

Sofie has no verified media appearances

Work History

- 11-2020
Project Management at GEELY Design Global
- 3-2018 - 11-2020
Facility Manager at GEELY Design Global
- 10-2017 - 2-2018
Personal Trainer at 24 Hour Fitness
- 8-2016 - 8-2017
Customer Development Specialist at Chosen Foods, LLC
- 12-2014 - 9-2015
Restaurant Manager at Joe's Crab Shack

Education

- 2019 - 2021
Master of Business Administration - MBA from Edinburgh Business School, Heriot-Watt University
- 2014 - 2016
Bachelor of Science from San Diego State University

More Information

Social Presence :



Prographics :

Exp : **13** Location : **Gothenburg, Västra Götaland County, Sweden** Job Level : **N/A**

Designation : **Project Management at GEELY Design Global**

Insights For Selling To Sofie

👉 During A Call Or A Meeting

DO's

- Persuade objectively how your product will help them achieve their goals
- Help them realize that there is no personal risk in making this decision
- Be prepared for a lot of questions, answer them objectively

DONT's

- Don't rely excessively on your relationship with them to win the deal
- Avoid making offhand commitments
- Don't brush off any concerns, take all questions seriously

👉 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 Sofie, [user_fname] here at [user_companynamewordtwo] 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: Sofie, 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 Sofie is

- *Proven value, strong testimonials are important to them, relationships will have some weightage.*

Will you ever get a clear answer from Sofie

- *They are practical and friendly, don't expect a clear-cut response often.*

Insights For Deal Planning

How Fast (Or Slow) Will Sofie Move?

- *They like to perform full analysis and can take time to make any decision.*

Can Sofie Take Some Risk Or Not?

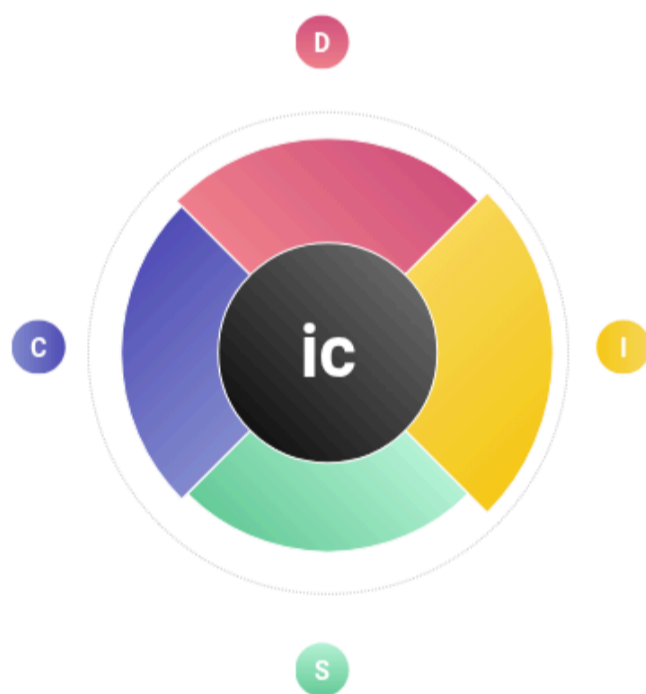
- *They evaluate their decisions systematically and are less likely to take risks.*

You And Sofie

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Sofie'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.