



SONYA C.

Go-getter
DISC Type : d

Growth Strategy at Asana
Perth, Western Australia, Australia

Overview

Sonya has no verified overview

Personality Overview

Challenger

Self-Confident

Direct & Candid

They can be nudged to make faster decisions by offering what they value. They don't always try to control the conversation but neither do they like yielding it fully. They care equally about the product and its potential impact.

Topics They Care About

Sonya has no verified topics they care about

Media Appearances

Sonya has no verified media appearances

Work History

- 3-2023
Growth Strategy at Asana
- 1-2019 - 3-2023
Head of Marketing Analytics at Asana
- 11-2017 - 11-2018
Senior Marketing Analytics Manager at Dropbox
- 4-2016 - 11-2017
Business Intelligence Analyst at Dropbox
- 5-2014 - 3-2016
Business Strategy & Operations at Dropbox

Education

- 2009 - 2013
Bachelor's Degree from Princeton University
- 2004 - 2008
Education details unavailable from Methodist Ladies' College
- 2004 - 2005
Education details unavailable from UWCSEA

More Information

Social Presence :



Prographics :

Exp : **11** Location : **Perth, Western Australia, Australia** Job Level : **N/A** Designation : **Growth Strategy at Asana**

Insights For Selling To Sonya

👉 During A Call Or A Meeting

DO's

- Be crisp while making the pitch
- Refer to testimonials from others in similar positions
- Highlight the competitive differentiation of your product

DONT's

- Don't try to be an alpha salesperson, give them equal space
- Avoid repeating yourself or making generalizations
- Don't try too hard to get friendly, let it happen with time

👉 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: Sonya, 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 Sonya is

- *Confidence in the product plays an important role, followed by powerful testimonials.*

Will you ever get a clear answer from Sonya

- *They might hesitate a little, but they will say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Sonya Move?

- *Their decision making speed is somewhere in the middle.*

Can Sonya Take Some Risk Or Not?

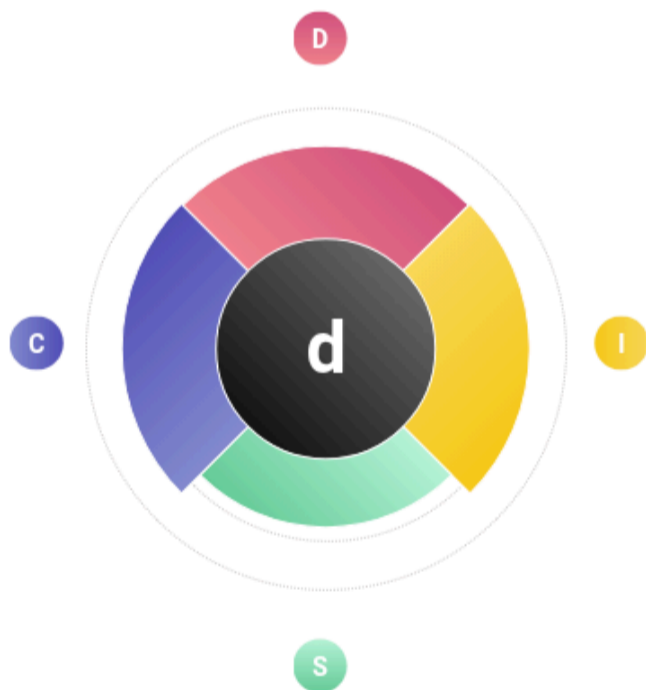
- *Once they have analyzed the pros and cons, they can take some risks.*

You And Sonya

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Sonya'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.