



STEPHEN WATSON

Commander
DISC Type : D

Vice President / Lending Officer at Fredonia Valley Bank
Marion, Kentucky, United States

Overview

Stephen has no verified overview

Personality Overview

Decisive **Very Quick** **Strong-Willed**

They prefer to move quickly, and expect the same from others. They do not care very much about building rapport or relationships. They like to stay in control of the negotiation or defining of the terms.

Topics They Care About

Stephen has no verified topics they care about

Media Appearances

Stephen has no verified media appearances

Work History

- 10-2024
Vice President / Lending Officer at Fredonia Valley Bank
- 5-2017 - 2-2025
Officer Branch Manager at C Plant Federal Credit Union
- 2012 - 5-2017
Commercial Lending - Agriculture Relationship Manager at Regions Bank

Education

- Bachelor of Business Administration - BBA from Murray State University

More Information

Social Presence :



Prographics :

Exp : 13 Location : Marion, Kentucky, United States Job Level : Senior

Designation : Vice President / Lending Officer at Fredonia Valley Bank

Insights For Selling To Stephen

👉 During A Call Or A Meeting

DO's

- Objectively showcase the impact that your product creates
- Be respectful but crisp
- Refer to testimonials from well-known industry leaders

DONT's

- Do not spend too much time focusing on product tech or features
- Avoid being too verbose
- Don't focus on process and rules, give the impression of being a 'gets it done' person

👉 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: Stephen, 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 Stephen is

- *Confidence in impact is paramount to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Stephen

- *If they decide not to go ahead, they will say no without hesitation.*

Insights For Deal Planning

How Fast (Or Slow) Will Stephen Move?

- *If convinced, they can reach decisions quite fast.*

Can Stephen Take Some Risk Or Not?

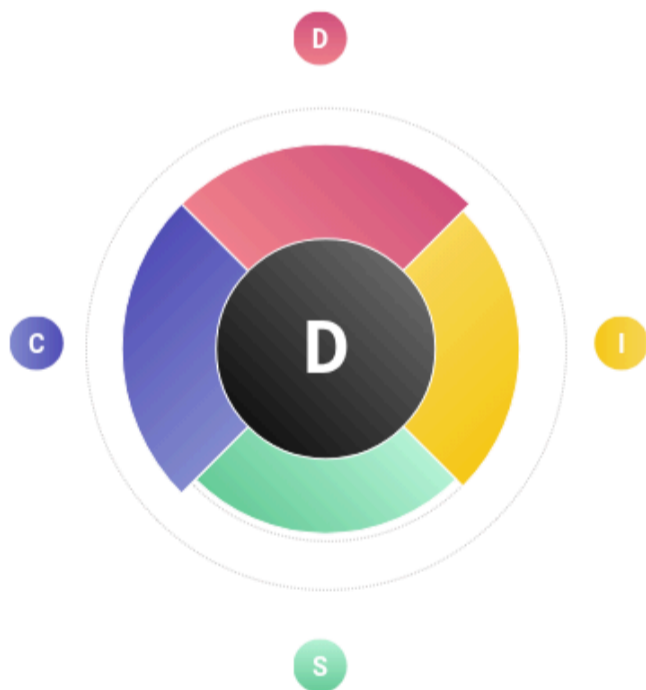
- *They do not shy away from taking risks, but can be quite binary about them.*

You And Stephen

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Stephen'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.