



STEVEN F.

Supporter
DISC Type : s

Vice President -Treasury Management Sales at F&M Bank - Archbold, OH
Detroit Metropolitan Area, United States

Overview

Steven has no verified overview

👍 Personality Overview

Social Proof Driven **Slow To Decisions** **Risk-averse**

They maintain good relationships with everyone, internally and externally. They usually go by the book, following all rules and procedures. They are motivated by the potential impact of their decision on the organization.

👍 Topics They Care About

Steven has no verified topics they care about

Media Appearances

Steven has no verified media appearances

Work History

- 1-2024
Vice President -Treasury Management Sales at F&M Bank - Archbold, OH
- 8-2012 - 12-2023
Vice President - Sr. Treasury Management Officer at First Merchants Corporation
- 11-2006 - 12-2011
Vice President- Relationship Manager at Charter One Bank- Royal Bank of Scotland- Citizens Financial Group
- 10-1993 - 11-2006
Associate Relationship Manager at LaSalle Bank, Standard Federal Bank, Michigan National Bank

Education

- Business Administration Program from Oakland CC

More Information

Social Presence :



Prographics :

Exp : **31** Location : **Detroit Metropolitan Area, United States** Job Level : **Senior**

Designation : **Vice President -Treasury Management Sales at F&M Bank - Archbold, OH**

Insights For Selling To Steven

👉 During A Call Or A Meeting

DO's

- Show willingness to accommodating their needs or requests
- If possible, connect them to existing customers
- Focus your pitch on the impact that you could help them have on their organization

DONT's

- Don't don the salesperson avatar, be the friendly advisor instead
- Don't rush them to make quick decisions
- Don't keep pushing them for a straight answer, just make your own conclusions

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Steven, how are you? This is [user_fname] at [user_companynamewordstwowords].

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

Ask: Steven, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 When Writing An Email

Subject: Formal

Example: Discussion regarding next steps', 'Humantic AI and sales conversion' etc.

Salutation: Yes (Something formal)

Example: Use 'Hello', 'Dear' etc. (along with the first name)

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'Thanks for taking the time' etc.

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Simply lay out the next steps

Example: Something like 'Would you be available to speak tomorrow?'

Complimentary Close: Formal

Example: Something standard like 'Warm regards', 'Best wishes' etc.

Tone of Words: Friendly, second-person

Overall Messaging: Focused on social proof and process

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Steven is

- *Low risk, approval of other stakeholders and successful process-based evaluation are most important for them.*

Will you ever get a clear answer from Steven

- *They don't say no very often, and can take you around in circles sometimes.*

Insights For Deal Planning

How Fast (Or Slow) Will Steven Move?

- *They do not like to rush, so they could be slow in making decisions.*

Can Steven Take Some Risk Or Not?

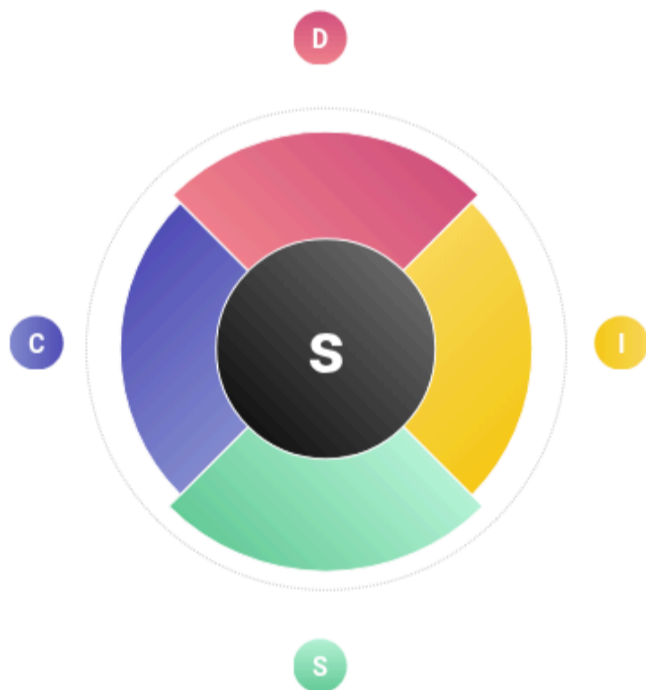
- *They have little risk-appetite and prefer to take decisions that others support.*

You And Steven

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Steven's Key Traits



STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.