



STEVEN MCINTYRE

Critic
DISC Type : C

Vice President Corporate Strategy at Vetcor
Dallas, Texas, United States

Overview

Steven has no verified overview

👉 Personality Overview

Objective Thinker ROI Driven Negotiator

They prefer to analyze logically and value objective facts over emotions. It is very likely that they will negotiate pricing or other important terms. They like to take decisions independently and do not seek others' support often.

👉 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 Corporate Strategy at Vetcor
- 12-2022 - 1-2024
Manager at Bain & Company
- 10-2020 - 11-2022
Consultant at Bain & Company
- 6-2019 - 8-2019
Summer Associate at Bain & Company
- 6-2018 - 7-2018
Summer Associate at Westhook Capital

Education

- 2018 - 2020
Master of Business Administration - MBA from University of Virginia Darden School of Business
- 2006 - 2013
Business Management from Brigham Young University

More Information

Social Presence :



Prographics :

Exp : **11** Location : **Dallas, Texas, United States** Job Level : **Senior**

Designation : **Vice President Corporate Strategy at Vetcor**

Insights For Selling To Steven

👉 During A Call Or A Meeting

DO's

- Use phrases like 'expect X% improvement', 'data clearly shows' etc.
- Be ready for penetrating questions and critical examination of your pitch
- Don't forget to mention how you compare to competition on both features and pricing

DONT's

- Don't give superficial answers, they are easily rattled by them
- Avoid phrases like 'trust me', 'others just love' etc.
- Don't try to give too many examples of other users, they like to make their own decisions

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Steven, this is [user_fname] at [user_companynamewordstwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

Example: Something simple like 'Thanks', or nothing at all.

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Steven is

- *Proof of ROI, low pricing and objective proof points are the important factors for them.*

Will you ever get a clear answer from Steven

- *They do not mind saying no if they believe that it is the right decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Steven Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Steven Take Some Risk Or Not?

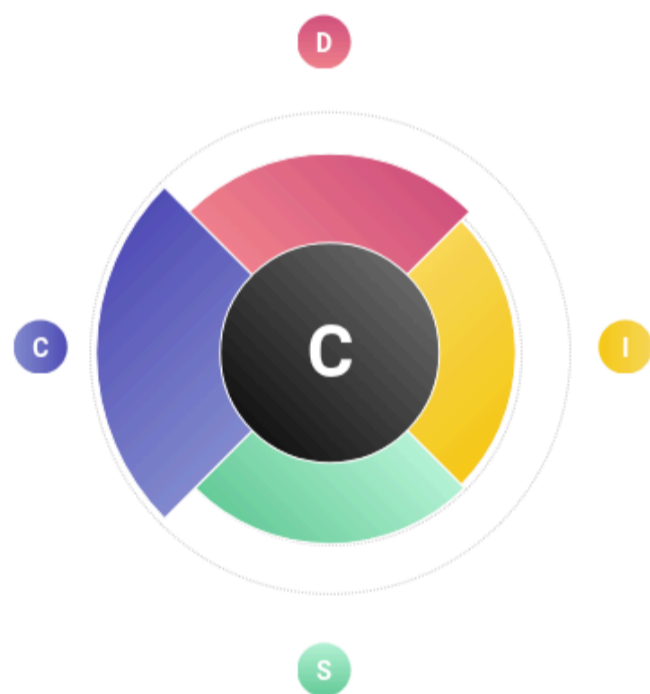
- *They can take risks if their analysis shows that it would be worth it.*

You And Steven

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Steven's Key Traits



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.