



# STEVEN SIMON

**Observer**  
DISC Type : ic

**Vice President of Brand Integration at The Learning Experience**  
Deerfield Beach, Florida, United States

## Overview

Steven has no verified overview

### 👉 Personality Overview

Assertive      Example Seeker      Value Driven

They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They are generally good communicators and can be hard to convince. They ask a lot of questions and rely heavily on information and collaterals.

### 👉 Topics They Care About

Steven has no verified topics they care about

## Media Appearances

Steven has no verified media appearances

## Work History

- 1-2023  
Vice President of Brand Integration at The Learning Experience
- 11-2018 - 6-2020  
News Director at KIAH-TV
- 12-2013 - 9-2018  
News Director at KDAF-TV
- 1-2010 - 12-2013  
Executive Producer at KIAH-TV
- 7-2000 - 12-2009  
Anchor/Reporter at KIAH-TV

## Education

- 1990 - 1991  
Master's Degree from Northwestern University
- Bachelor's Degree from The University of Texas at Austin

## More Information

Social Presence :



Prographics :

Exp : **31** Location : **Deerfield Beach, Florida, United States** Job Level : **Senior**

Designation : **Vice President of Brand Integration at The Learning Experience**

## Insights For Selling To Steven

### 👉 During A Call Or A Meeting

#### DO's

- Be prepared for a lot of questions, answer them objectively
- Share testimonials from known people and give multiple examples of product value
- Invite them for a social do but don't rely solely on the relationship

#### DONT's

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

## 👉 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 Steven, [user\_fname] here at [user\_companynamewordstwowords] 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:** Steven, 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 Steven is

- *Proven value, strong testimonials are important for them, rapport can impact decisions a little.*

Will you ever get a clear answer from Steven

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

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## Insights For Deal Planning

How Fast (Or Slow) Will Steven Move?

- *They like to be detailed and take their time to arrive at decisions.*

Can Steven Take Some Risk Or Not?

- *They weigh all decisions systematically and are unlikely to take many risks.*

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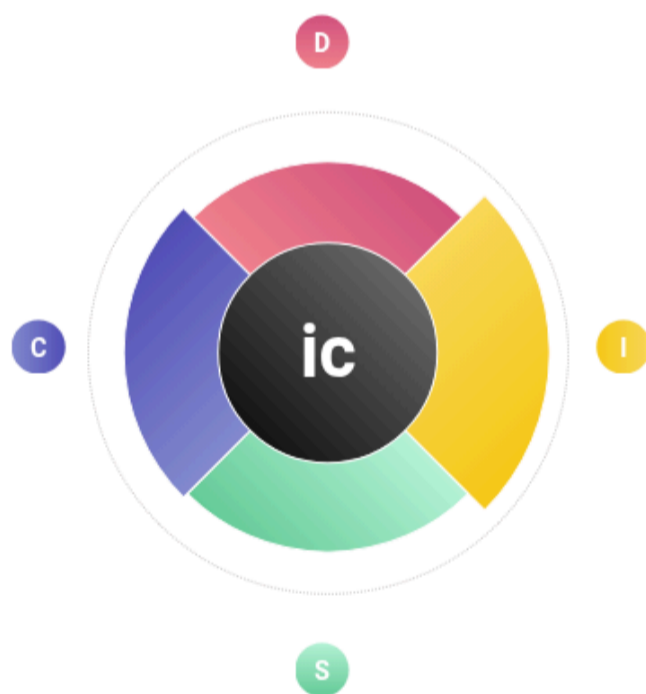
## You And Steven

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Steven'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.