



SUSAN P.

Pioneer
DISC Type : dis

Assistant Vice Chancellor for Strategic Communications at Virginia's Community College System
Richmond, Virginia, United States

Overview

Susan has no verified overview

Personality Overview

Dynamic But Sincere

Driven But Considerate

Friendly But Fast

If they are convinced, they can become very strong champions for your product. They have the unique ability to win both love and respect from their team (or outsiders). They combine a unique set of diverse traits where they are fast and friendly but can slow down to be thorough when needed.

Topics They Care About

Susan has no verified topics they care about

Media Appearances

Susan has no verified media appearances

Work History

- 1-2023
Assistant Vice Chancellor for Strategic Communications at Virginia's Community College System
- 6-2014 - 11-2022
Director of Communications and Media at Chesterfield County
- 9-2003 - 6-2014
Director of Communications at Department of General Services
- 2-2010 - 12-2011
Director of Communications at Virginia State Board of Elections
- 6-2007 - 11-2009

Education

- Master of Arts (M.A.) from Michigan State University
- Bachelor of Science (B.S.) from Virginia Commonwealth University

Director of Communications at Virginia State Board of Elections (SBE)

More Information

Social Presence :



Prographics :

Exp : **22** Location : **Richmond, Virginia, United States** Job Level : **Junior**

Designation : **Assistant Vice Chancellor for Strategic Communications at Virginia's Community College System**

Insights For Selling To Susan

👉 During A Call Or A Meeting

DO's

- Ask them for a lunch or coffee once some rapport has been established
- Showcase existing customers and use case-studies to grab their attention
- Use phrases like 'your decision will', 'you will impact' etc.

DONT's

- Don't be too verbose or overly friendly; a little bit, however, is fine
- Don't hesitate from asking questions or pushing them, but take a formal approach
- Avoid focusing only on the product or its ROI, keep building trust subtly

👉 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: Susan, 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: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Susan is

- *Nothing less than a strong combination of proof of results, relationship and high levels of professionalism is effective with them.*

Will you ever get a clear answer from Susan

- *They can say no while staying friendly, but can also be persuaded to reconsider*

Insights For Deal Planning

How Fast (Or Slow) Will Susan Move?

- *They are generally fast movers and can take quick decisions*

Can Susan Take Some Risk Or Not?

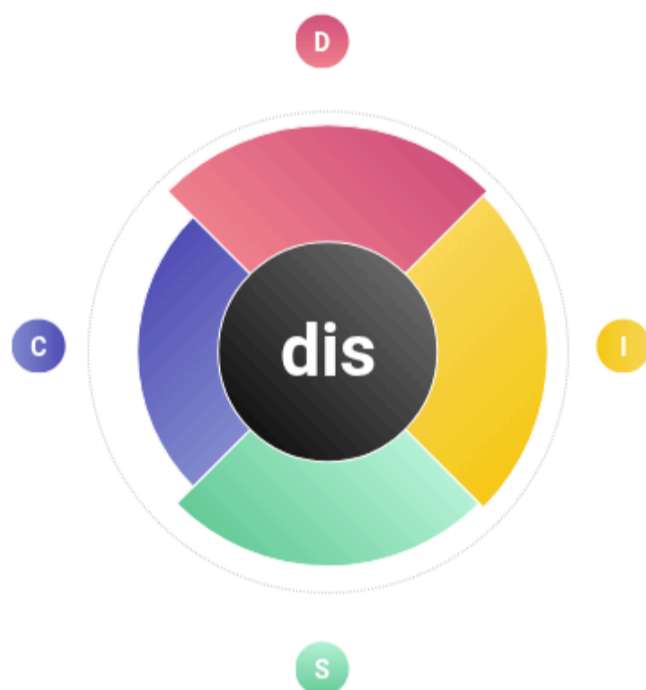
- *They have high risk-appetite but can get ahead of themselves once in a while. Observe carefully*

You And Susan

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Susan'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.

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.

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.