



# TODD ANTONELLIS

**Questioner**

DISC Type : c

**Assistant Director of Email Marketing at Amherst College**

Amherst, Massachusetts, United States

## Overview

Todd has no verified overview

### Personality Overview

**Price-Sensitive**

**Cautious & Analytical**

**Systematic**

They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. They prefer to analyze every situation thoroughly.

### Topics They Care About

Todd has no verified topics they care about

## Media Appearances

Todd has no verified media appearances

## Work History

- 7-2024  
Assistant Director of Email Marketing at Amherst College
- 6-2022 - 3-2024  
Marketing and Sales Enablement Product Owner at Solvay
- 1-2020 - 6-2022  
Global Digital Marketing Product Manager, Solvay at Solvay
- 11-2015 - 1-2020  
Global Web Communications Manager, Specialty Polymers at Solvay
- 4-2005 - 11-2013  
Graphic Designer at Stout visual communication

## Education

- 1987 - 1992  
Certificate from School of the Museum of Fine Arts
- 1984 - 1987  
Education details unavailable from Amherst Regional High School

## More Information

Social Presence :



Prographics :

Exp : 26 Location : Amherst, Massachusetts, United States Job Level : Mid-senior

Designation : Assistant Director of Email Marketing at Amherst College

## Insights For Selling To Todd

### 👉 During A Call Or A Meeting

#### DO's

- Emphasize on objective proof of ROI, help them do a thorough evaluation
- Keep some extra margin in hand as they will likely negotiate the pricing
- Share as much information as possible regarding your product

#### DONT's

- Don't try to be too friendly or informal with them
- Don't overhype the product/pitch, keep it measured
- Avoid rushing them, be polite and patient

## 👉 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 Todd, this is [user\_fname] at [user\_companynamewithfirsttwowords].

**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 Todd is

- *Confidence that the product provides ROI, effective pricing and process adherence matter the most to them.*

Will you ever get a clear answer from Todd

- *It doesn't come naturally to them but they can say no if they are not convinced.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Todd Move?

- *They can move at a reasonable pace while making their decisions if they have the necessary information.*

Can Todd Take Some Risk Or Not?

- *They can take risk if they are convinced that they have analyzed the circumstances well.*

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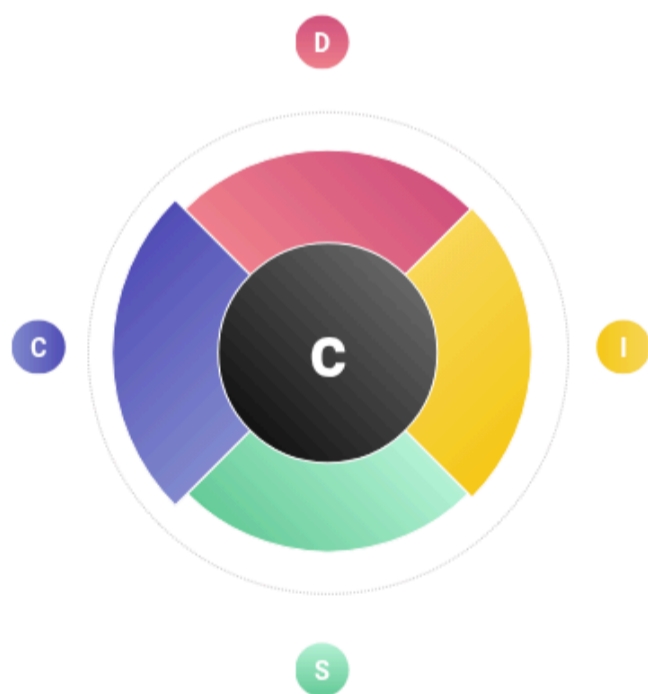
## You And Todd

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Todd'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.