



TONI MACY

Galvanizer
DISC Type : Id

Director - Sales and Marketing Intelligence at Model N
Greater Phoenix Area, United States

Overview

Toni has no verified overview

Personality Overview

Trusting

Socially Adept

People-Oriented

They are more likely to accept new and exciting technologies. They are charming and can persuade others to support their decisions. If they come to believe in your value proposition, they will be your champion.

Topics They Care About

Toni has no verified topics they care about

Media Appearances

Toni has no verified media appearances

Work History

- 5-2017
Director - Sales and Marketing Intelligence at Model N
- 2-2016 - 5-2017
Principal Consultant at Model N
- 3-2004 - 2-2016
Operations Manager at Symphony Health Solutions
- Product Specialist at Symphony Health Solutions
- Sr. Client Service Analyst at Symphony Health Solutions

Education

- 1984 - 1989
Bachelor of Arts (B.A.) from Arizona State University

More Information

Social Presence :



Prographics :

Exp : **22** Location : **Greater Phoenix Area, United States** Job Level : **Mid-senior**

Designation : **Director - Sales and Marketing Intelligence at Model N**

Insights For Selling To Toni

👉 During A Call Or A Meeting

DO's

- Help them weigh the risks by sharing how others made similar decisions
- Find ways to push them a little if they don't start giving a clear yes or no in due course
- Use words like 'partner', 'together', 'impact' etc.

DONT's

- Don't hesitate from asking questions, but take a friendly and warm approach
- Do not come across as negative or non-supportive, work with them as a partner
- Do not look like someone who doesn't know what they are talking about

👉 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 Toni, [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: Toni, 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, 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 Toni is

- *Relationship and product conviction matter equally, followed by a sense of achievement.*

Will you ever get a clear answer from Toni

- *If they are not convinced, they will say no though in a friendly way.*

Insights For Deal Planning

How Fast (Or Slow) Will Toni Move?

- *If you earn their trust and they develop faith in the product, they can make decisions quickly.*

Can Toni Take Some Risk Or Not?

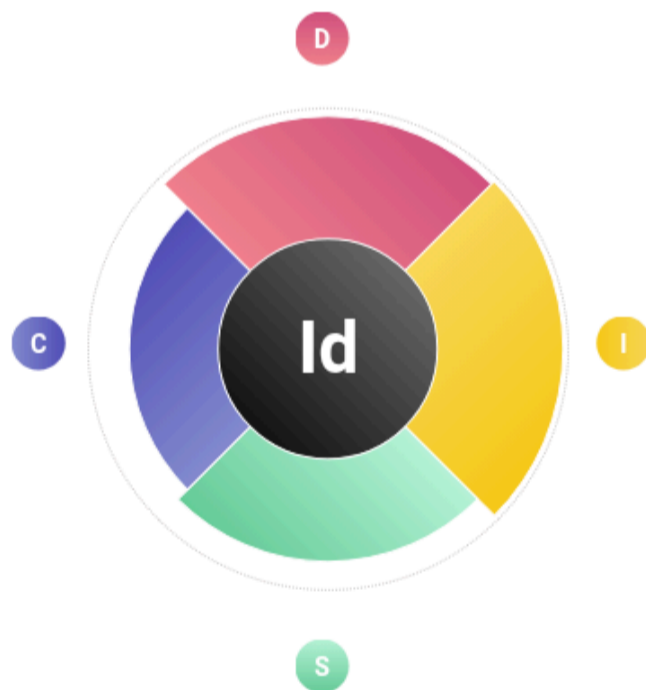
- *If necessary, they will be ready to take risks.*

You And Toni

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Toni'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.

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.