



TONY CABASCO

Questioner
DISC Type : c

Vice President for Enrollment at Colorado College
Colorado Springs, Colorado, United States

Overview

Tony has no verified overview

👉 Personality Overview

Not Easily Convinced Value Seeker Systematic

They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. They prefer to do thorough analysis of any situation. They are more likely than others to negotiate on pricing and terms.

👉 Topics They Care About

Tony has no verified topics they care about

Media Appearances

Tony has no verified media appearances

Work History

- 6-2024
Vice President for Enrollment at Colorado College
- 6-2018 - 5-2024
Vice President for Enrollment at Bennington College
- 9-2017 - 4-2018
Enrollment Consultant at Self-Employed, Higher Education
- 4-2004 - 9-2017
Dean of Admission & Financial Aid at Whitman College
- 7-2000 - 4-2004
Director of Admission at Whitman College

Education

- 1986 - 1990
B.A. from Whitman College
- 1993 - 1995
M.A. from University of Washington

More Information

Social Presence :



Prographics :

Exp : **28** Location : **Colorado Springs, Colorado, United States** Job Level : **Senior**

Designation : **Vice President for Enrollment at Colorado College**

Insights For Selling To Tony

👉 During A Call Or A Meeting

DO's

- Emphasize on objective proof of ROI, help them do a thorough evaluation
- Emphasise more on facts and measurable benefits
- Back up any claims with data and numbers

DONT's

- Avoid phrases like 'do not worry about', 'no one compares to' etc.
- Don't depend too much on anecdotal evidence, it reduces their confidence
- 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 Tony, 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 Tony 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 Tony

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

Insights For Deal Planning

How Fast (Or Slow) Will Tony Move?

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

Can Tony Take Some Risk Or Not?

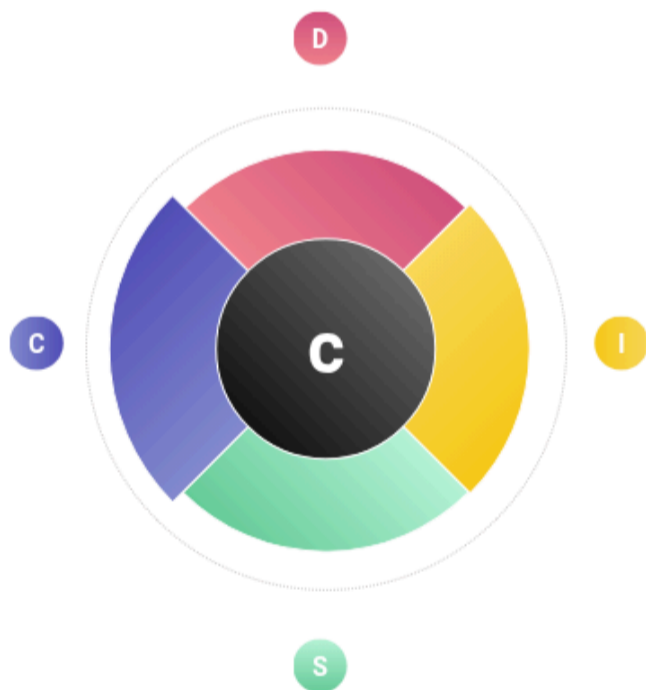
- *They can take some risk if they are confident that they have analyzed the circumstances well.*

You And Tony

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Tony'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.