



## TRACY RICHTER

**Wildcard**  
DISC Type : cis

**Vice President of Planning Services at HPM**  
Dublin, Ohio, United States

### Overview

Tracy has no verified overview

#### Personality Overview

**Requires Proof**      **Friendly But Slow**      **ROI Driven**

They typically tend to be late adopters even when they seem friendly and excited about what you have to sell. They are often friendly and nice, but can sometimes surprise you with their piercing questions. They are unlikely to ever become strong champions even when the conversations are going well; you should focus on cultivating other champions.

#### Topics They Care About

Tracy has no verified topics they care about

### Media Appearances

Tracy has no verified media appearances

### Work History

- 7-2020  
Vice President of Planning Services at HPM
- 7-2019  
Owner at EmCat Enterprises
- 8-2000 - 7-2020  
Owner at DeJONG-RICHTER
- 1-1997 - 6-2000  
Teacher at St. Teresa School, Albany Georgia

### Education

- History from Purdue University

### More Information

Social Presence :





## Prographics :

Exp : 27 Location : **Dublin, Ohio, United States** Job Level : **Senior** Designation : **Vice President of Planning Services at HPM**

## Insights For Selling To Tracy

### 👉 During A Call Or A Meeting

#### DO's

- Share testimonials from known people and give multiple examples of product value
- Help them understand the risk aspect fully while inspiring confidence
- Persuade objectively how your product will help them achieve their goals

#### DONT's

- Don't overhype the product/pitch, keep it measured
- Avoid phrases like 'trust me', 'you will just love it' etc.
- Avoid winging it with them particularly, answer a question only if you know the answer well

## 👉 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 Tracy, this is [user\_fname] at [user\_companynamewordstwowords].

**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:** 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 Tracy is

- *Clear proof of product value matters to them, followed by others' testimonials and rapport.*

Will you ever get a clear answer from Tracy

- *They are likely to give you a clear answer without taking you around in circles. However, if you share a good relationship, they might not be so forthcoming.*

## Insights For Deal Planning

How Fast (Or Slow) Will Tracy Move?

- *They like to perform full analysis and can take time to make any decision.*

Can Tracy Take Some Risk Or Not?

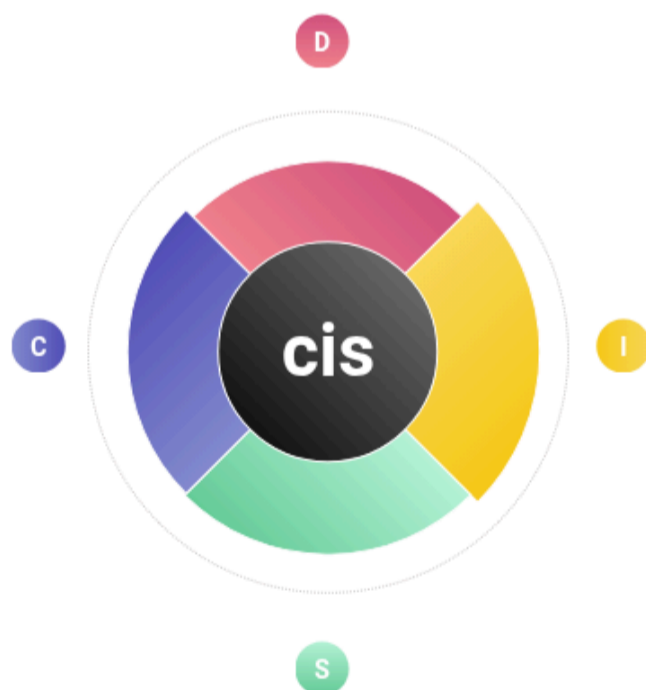
- *They weigh all decisions systematically and are unlikely to take many risks.*

## You And Tracy

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Tracy'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.

### 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.