



VICTORIA MARGOLIN

Energizer
DISC Type : I

Director of Marketing at Melio
New York, New York, United States

Overview

Victoria has no verified overview

👉 Personality Overview

Enthusiastic **Believer** **Relationship Oriented**

They are friendly, approachable and love to make new connections. They are really good at seeing what the long-term impacts of their decisions could be. They are always positive and upbeat, so take their promises with a pinch of salt.

👉 Topics They Care About

Victoria has no verified topics they care about

Media Appearances

Victoria has no verified media appearances

Work History

- Director of Marketing at Melio
- Product Marketing at Plaid
- Senior Product Manager at American Express
- Senior Manager, Enterprise Strategy & Execution at American Express
- Consultant at VIVALDI_

Education

- 2011 - 2014
Bachelor's in Business Administration (BBA) from University of Michigan - Stephen M. Ross School of Business
- 2010 - 2014
Bachelor of Business Administration - BBA from University of Michigan

More Information

Social Presence :



Prographics :

Exp : **N/A** Location : **New York, New York, United States** Job Level : **Mid-senior** Designation : **Director of Marketing at Melio**

Insights For Selling To Victoria

👉 During A Call Or A Meeting

DO's

- Talk about their team and how your product will help them do things better and easier
- Share some stories about how you you have helped people in similar positions succeed
- Invite them for a lunch or a drink/coffee

DONT's

- Avoid cutting into their flow
- Don't assume a yes just because they have not said no
- Don't be excessively objective, be a storyteller

👉 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 Victoria, [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: Victoria, 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: Personalized, catchy

Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.

Salutation: Yes (Something casual)

Example: Use 'Hi', 'Hey' etc. (along with the first name)

Greeting: Yes (Say something interesting/unusual)

Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Build excitement

Example: Something like 'So John, lets get the ball rolling?'

Complimentary Close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words: Friendly, first-person

Overall Messaging: Focused on the person and relationship

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Victoria is

- *Relationship and rapport can play an important role, sometimes more than the other factors.*

Will you ever get a clear answer from Victoria

- *They will probably never say no directly, you have to make that decision yourself.*

Insights For Deal Planning

How Fast (Or Slow) Will Victoria Move?

- *They are not the quickest decision makers, their friendly attitude could be misleading.*

Can Victoria Take Some Risk Or Not?

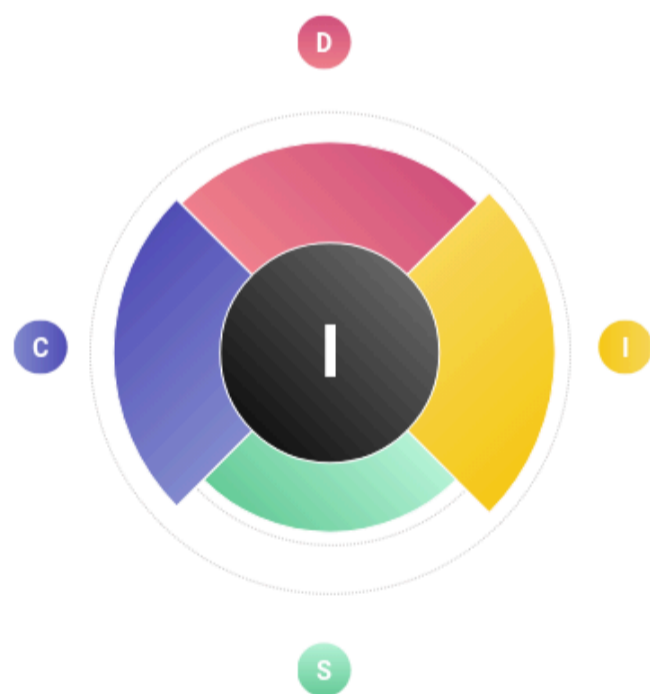
- *They can take certain risks that are unlikely to have personal consequences.*

You And Victoria

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Victoria'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.