



VICTORIA MENTO

Inquirer
DISC Type : dc

Global Head of Customer Marketing at Forcepoint
New York, New York, United States

Overview

Victoria has no verified overview

Personality Overview

Hard To Convince **Upfront** **Demanding**

They don't always try to control the conversation but neither do they like yielding it fully. They care equally about the product and its potential impact. They focus on objectivity in a pitch and pay little attention to bells and whistles.

Topics They Care About

Victoria has no verified topics they care about

Media Appearances

Victoria has no verified media appearances

Work History

- 10-2024
Global Head of Customer Marketing at Forcepoint
- 4-2024 - 10-2024
Lead, Customer Marketing at Honeywell
- 3-2022 - 12-2023
Marketing Principal, Customer Marketing at Dun & Bradstreet
- 3-2019 - 2-2022
Manager, Marketing & Sales Development, Business Sales at Tiffany & Co.
- 3-2017 - 3-2019
Assistant Manager, Marketing & Events at Tiffany & Co.

Education

- Bachelor of Arts (BA) from Fairleigh Dickinson University-Florham Campus
- Master of Arts (MA) from Fairleigh Dickinson University-Florham Campus

More Information

Social Presence :



Prographics :

Exp : **11** Location : **New York, New York, United States** Job Level : **Mid-senior**

Designation : **Global Head of Customer Marketing at Forcepoint**

Insights For Selling To Victoria

👉 During A Call Or A Meeting

DO's

- Refer to testimonials from others in similar positions
- Make sure that you you respond to any queries from them quickly
- Ask them questions confidently while doing discovery, don't be apologetic

DONT's

- Avoid long winding pitches, stay objective
- Do not give up if they are not convinced, try again with a different approach
- Don't try too hard to get friendly, let it happen with time

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Victoria, this is [user_fname] at [user_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: To the point, measured

Example: Will this work?', '6.2% revenue impact' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip usual lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

Example: Less than 100 words

👉 While Negotiating & Closing

The secret to closing fast with Victoria is

- *Confidence in the product plays an important role, followed by powerful testimonials.*

Will you ever get a clear answer from Victoria

- *They might hesitate a little, but they will say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Victoria Move?

- *They are neither the fastest decision makers nor the slowest.*

Can Victoria Take Some Risk Or Not?

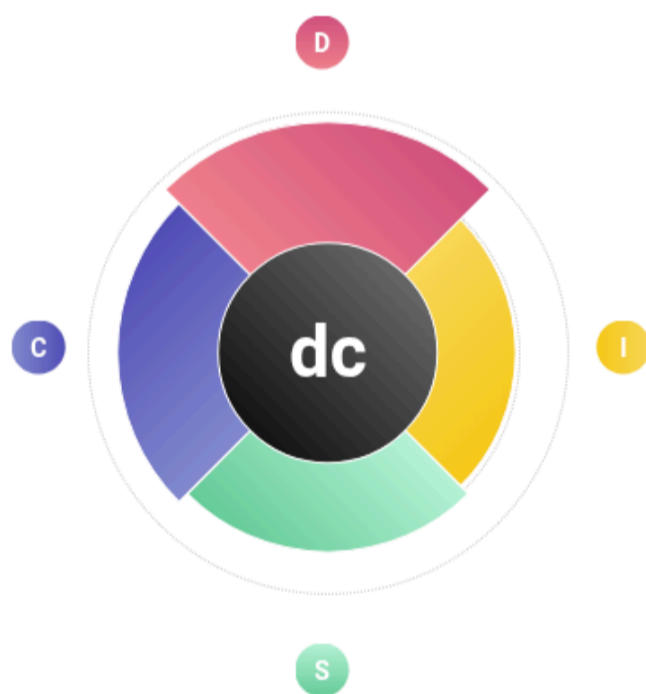
- *Once they have analyzed the pros and cons, they can take some risks.*

You And Victoria

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Victoria's Key Traits



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.

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.