



## WAYNE BENNETT

**Evaluator**  
DISC Type : Dcs

**Senior Vice President, Retail [ECRM/RangeMe] at ECRM**  
New York City Metropolitan Area, United States

### Overview

Wayne has no verified overview

#### Personality Overview

**Quality Focused**

**Fast But Analytical**

**Thorough Evaluator**

They focus on the results, but can still be quite procedural and analytical about how to get there. They are not very likely to become strong advocates of your product or service. They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical.

#### Topics They Care About

Wayne has no verified topics they care about

### Media Appearances

Wayne has no verified media appearances

### Work History

- 8-2016  
Senior Vice President, Retail [ECRM/RangeMe] at ECRM
- 10-2011 - 8-2016  
Managing Director and Group Publisher at Drug Store News Group
- 12-2009 - 10-2011  
Publisher at Drug Store News Group
- 1-2005 - 12-2009  
Associate Publisher at Drug Store News Group
- 11-1989 - 10-1995  
Territory Manager/Sales Representative at Mead Johnson Nutrition

### Education

- 1990 - 1992  
Master of Business Administration (M.B.A.) from St. John's University, The Peter J. Tobin College of Business
- 1983 - 1987  
Bachelor of Science (B.S.) from University at Albany

## More Information

Social Presence :



Prographics :

Exp : 28 Location : New York City Metropolitan Area, United States Job Level : Leadership

Designation : Senior Vice President, Retail [ECRM/RangeMe] at ECRM

## Insights For Selling To Wayne

### 👉 During A Call Or A Meeting

#### DO's

- Showcase your competitive superiority clearly when possible or address it at the minimum
- Showcase how you can impact results but also make sure that you share detailed information too
- Help them see both - the 'big picture' impact and the ROI of the investment

#### DONT's

- Avoid too much small talk, just a few formal pleasantries should be fine
- Avoid inviting them for any social interactions until you have built some rapport with them
- Avoid self-deprecating references or general informality, it could decrease their trust in you

## 👉 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:** Wayne, 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 Wayne is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Wayne

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

## Insights For Deal Planning

How Fast (Or Slow) Will Wayne Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Wayne Take Some Risk Or Not?

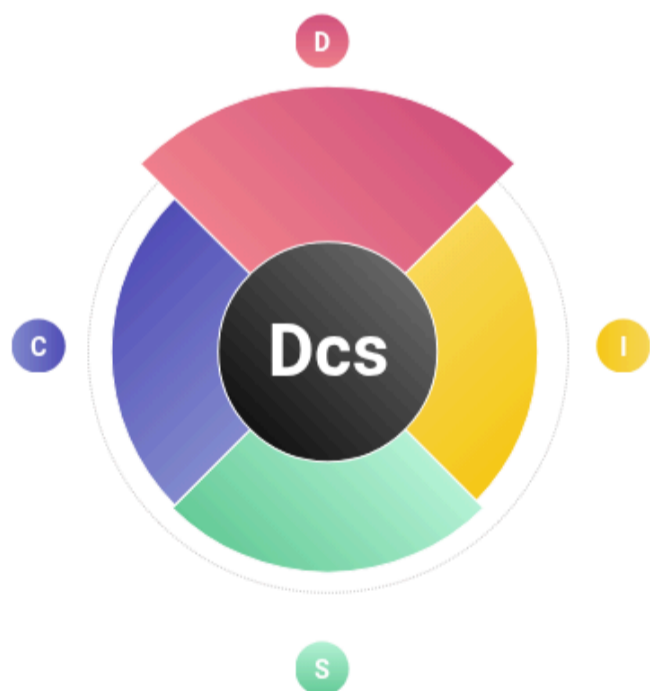
- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

## You And Wayne

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Wayne'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.

### **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.