



WENDY BLANEY

Balancer
DISC Type : S

VP Sales, Hospitality at dormakaba
New York City Metropolitan Area, United States

Overview

Wendy Blaney is the VP of Sales for Hospitality at dormakaba, leveraging nearly 30 years of experience in sales leadership, revenue generation, and strategic procurement. An MBA graduate from Colorado State University, she has driven results for major brands including Atlantis, Caesars Entertainment, and Wyndham Worldwide. People who have worked with her describe her as inspiring, professional, and results-oriented.

Wendy is a long-time advocate for industry innovation and has a history of being an early adopter of new travel technologies.

👍 Personality Overview

Good Listener

Slow To Decisions

Formal Mannered

Even if it takes time, they prefer following the process. They are polite and respectful but practical. They are comfortable taking a long term view.

👍 Topics They Care About

Hospitality Technology

Has a history of implementing the latest travel technology and currently works for tech-focused firms dormakaba and formerly Groups360. She is active in promoting tech at industry events like HITEC.

Sales Leadership

Her career is defined by senior sales leadership roles. Recommendations praise her as an inspiring leader who reorganizes teams for maximum efficiency and mentors staff.

Revenue Generation

Her profile consistently highlights a focus on driving top-line revenue and P&L management, a key responsibility in her past roles at Atlantis and Caesars Entertainment.

Strategic Partnerships

Emphasizes building win/win outcomes and outstanding relationships with customers, partners, and suppliers. Has extensive experience in contract negotiations and managing global accounts.

Industry Networking

Her recent activity shows a focus on attending major industry conferences like HITEC to connect with customers and her team, indicating a passion for building professional relationships.

Team Building

[Predicted] Based on her posts about hiring "tenacious sellers" and a focus on sales process mentorship, she likely cares about recruiting and developing high-performing teams.



Media Appearances

The Door Industry Journal: dormakaba Announces Several Changes to Expanding Sales Division. Featured in Door Industry Journal

[Read Now](#)

Article

Groups360 Expands Senior Sales Leadership. Featured in OpenPR

[Read Now](#)

Article

Work History

- 9-2024 - 12-2025
VP Sales, Hospitality at dormakaba
- 3-2020 - 9-2024
Vice President of Sales at Groups360
- 1-2017 - 6-2019
Sr. Vice President and Chief Sales Officer at Atlantis Bahamas
- 8-2011 - 1-2017
Director of Sales, In Market East Division at Caesars Entertainment Corporation
- 6-2009 - 1-2011
VP Marketing & Communications, Strategic Development & Sourcing at Wyndham Worldwide

Education

- Master of Business Administration (MBA) from Colorado State University
- BA from University of Arizona

More Information

Social Presence :



Prographics :

Exp : 35 Location : New York City Metropolitan Area, United States Job Level : N/A

Designation : VP Sales, Hospitality at dormakaba

Interested In

Health & Outdoor

Travel management

Insights For Selling To Wendy

👉 During A Call Or A Meeting

DO's

- Unless they are the decision maker, bring other stakeholders into the process early
- Encourage them to invite other key stakeholders for discussions
- Actively address their concerns around change, risk, and acceptance by users

DONT's

- Don't brush off their concerns, their comfort with you will go down
- Ensure that you don't seem disinterested when speaking to them
- Don't push them for a no, take the lack of yes as a no after a certain point

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Wendy, how are you? This is [user_fname] at [user_companynamewordstwowords].

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

Ask: Wendy, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 When Writing An Email

Subject: Formal

Example: Discussion regarding next steps', 'Humantic AI and sales conversion' etc.

Salutation: Yes (Something formal)

Example: Use 'Hello', 'Dear' etc. (along with the first name)

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'Thanks for taking the time' etc.

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Simply lay out the next steps

Example: Something like 'Would you be available to speak tomorrow?'

Complimentary Close: Formal

Example: Something standard like 'Warm regards', 'Best wishes' etc.

Tone of Words: Friendly, second-person

Overall Messaging: Focused on social proof and process

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Wendy is

- *Low-risk, adoption by others and strong collaterals matter the most to them.*

Will you ever get a clear answer from Wendy

- *They never like to say no directly, they postpone the decisions or just go silent.*

Insights For Deal Planning

How Fast (Or Slow) Will Wendy Move?

- *They can be very slow in making decisions.*

Can Wendy Take Some Risk Or Not?

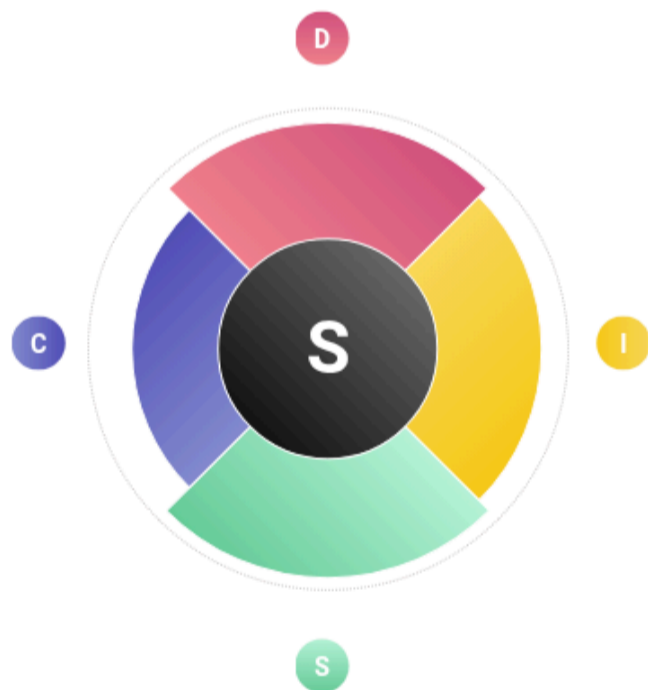
- *They are very likely to play it safe rather than taking risk.*

You And Wendy

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Wendy's Key Traits



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.