



WHIT GOODE

Inquirer
DISC Type : cd

Assistant Director of Career and Professional Development at Washington and Lee University
Lexington, Virginia, United States

Overview

Whit has no verified overview

Personality Overview

Upfront **Hard To Convince** **ROI Conscious**

They care equally about the product and its potential impact. They don't always try to control the conversation but neither do they like yielding it fully. They respond well to confident salespeople.

Topics They Care About

Whit has no verified topics they care about

Media Appearances

Whit has no verified media appearances

Work History

- 11-2025
Assistant Director of Career and Professional Development at Washington and Lee University
- 10-2025
Business Development Partner at Gratia Equity Partners
- 9-2023 - 10-2025
Private Equity Associate at Union Capital Associates, LP
- 9-2021 - 9-2023
Investment Banking Analyst at VRA Partners
- 6-2020 - 8-2020
Investment Banking Summer Analyst at VRA Partners

Education

- 2017 - 2021
Bachelor's degree from Washington and Lee University
- 2013 - 2017
Education details unavailable from Episcopal High School

More Information

Social Presence :



Prographics :

Exp : 4 Location : **Lexington, Virginia, United States** Job Level : **Mid-senior**

Designation : **Assistant Director of Career and Professional Development at Washington and Lee University**

Insights For Selling To Whit

👉 During A Call Or A Meeting

DO's

- Ask them questions confidently while doing discovery, don't be apologetic
- Tell them that you are there to help them create visible impact within their organization
- Stress on the business value that your product offers

DONT's

- Don't try too hard to get friendly, let it happen with time
- Don't expect them to change their mind quickly if they say no once
- Do not give up if they are not convinced, try again with a different approach

👉 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: Whit, 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 Whit is

- *Belief in the product plays an important role, followed by objective proof and testimonials.*

Will you ever get a clear answer from Whit

- *They may hesitate slightly, but if they are not convinced, they will say no.*

Insights For Deal Planning

How Fast (Or Slow) Will Whit Move?

- *Their decision making speed is somewhere in the middle.*

Can Whit Take Some Risk Or Not?

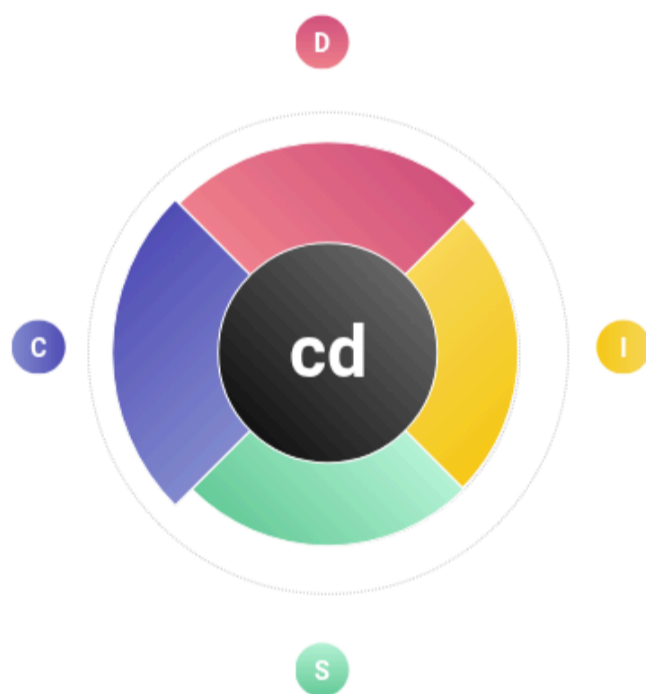
- *They can take risks only after they have analyzed the advantages and disadvantages.*

You And Whit

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Whit'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.

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.