



ZAC GLEASON

Supporter
DISC Type : s

President at Hackamore Brewing Company
Greater Minneapolis-St. Paul Area, United States

Overview

Zac has no verified overview

👉 Personality Overview

Calm Slow To Decisions Procedural

Their decisions are defined by the possible value that they can bring to the organization. They are unlikely to become strong champions as they don't prefer pushing other people. They get along well with all people.

👉 Topics They Care About

Zac has no verified topics they care about

Media Appearances

Zac has no verified media appearances

Work History

- 9-2021
President at Hackamore Brewing Company

Education

- 2004 - 2008
Education details unavailable from Minnesota State University, Mankato
- 1999 - 2003
HS Diploma from Rockford High School

More Information

Social Presence :



Prographics :

Exp : 4 Location : **Greater Minneapolis-St. Paul Area, United States** Job Level : **N/A**

Insights For Selling To Zac

👉 During A Call Or A Meeting

DO's

- If possible, connect them to existing customers
- Pause and ask them if they have any questions
- Talk about refund and cancellation policy if the need arises

DONT's

- Don't don the salesperson avatar, be the friendly advisor instead
- Avoid saying anything that sounds like a risky proposition
- Don't keep pushing them for a straight answer, just make your own conclusions

👉 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 Zac, 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: Zac, 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 Zac is

- *Low-risk, go-ahead from other stakeholders and successful evaluation as per process matter the most to them.*

Will you ever get a clear answer from Zac

- *They don't say no very often, and can take you around in circles sometimes.*

Insights For Deal Planning

How Fast (Or Slow) Will Zac Move?

- *They do not like to rush and can be quite slow in their decision making.*

Can Zac Take Some Risk Or Not?

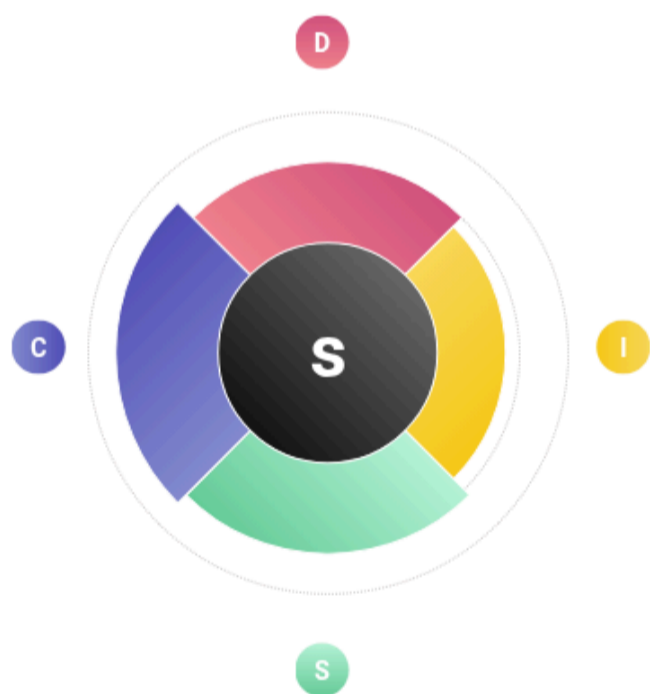
- *They rarely take risks and prefer making decisions supported by others.*

You And Zac

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Zac'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.