



**BRYON EVJE**

Atlanta Metropolitan Area

**Harmonizer**  
DISC Type : IS

**Job Level :** Leadership

**Experience :** 24 years

**Risk-Averse**

**People-Oriented**

**Socially Adept**

Win-win scenarios can appeal strongly to them. Unlike D or C types, they are calm as well as friendly and can give the impression of being more receptive than they actually are. They are more likely to go for proven solutions.

## Insights For Selling To Bryon

### During A Call Or A Meeting

#### DO's

- When asking them questions, sound relatable and informal
- Show genuine interest in solving their problems
- Use testimonials, case studies to show them why it is a low-risk, high-value decision

#### DONT's

- Don't ask too many questions that sound too dry and objective
- Don't get into excessive details unless prompted
- Avoid unnecessary confrontation if it arises incidentally

### While Negotiating & Closing

#### **The secret to closing fast with Bryon is**

- *Relationships can play a major role, followed by low risk and strong market validation.*

#### **Will you ever get a clear answer from Bryon**

- *They are not very direct, and unlikely to say no to your face.*

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

**Pace:** Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

**Tone:** Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

**Tactics To Win:** Giving social proof, personal rapport, usage of superlatives, repeating their name.

**Mistakes To Avoid:** Information overload, use of negations

**Making The Ask:** Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

**Subconscious Driver:** They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

### Script

**Greeting:** Hey Bryon, Amarpreet here at Humantic AI calling you this morning/evening!

**Opener:** Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

**Introduction:** We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

**Ask:** Bryon, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

**Close:** So morning at around [time] next [tuesday], shall we say? And is it [prospect\_email]? Don't want to get that wrong you know!

## 👉 When Writing An Email

**Subject:** Personalized, clear

*Example: John, let's close this tomorrow?', 'You will get this!' etc.*

**Salutation:** Yes (Something formal)

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

**Greeting:** Yes (Say something usual)

*Example: Say something usual and friendly, like 'It's a real pleasure'*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Close on a positive note

*Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Looking forward!', 'To new beginnings!' etc.*

**Tone of Words:** Friendly, exciting

**Overall Messaging:** Focused on social proof

**Length of Mail:** Medium

*Example: Ideally upto 130-150 words*

## Insights For Deal Planning

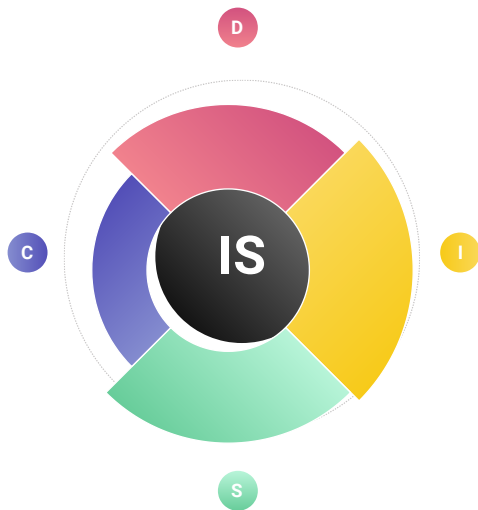
### How Fast (Or Slow) Will Bryon Move?

- They can take their time to make decisions, even if they are constantly involved and friendly.

### Can Bryon Take Some Risk Or Not?

- It is unlikely that they will take many risks.

## DISC Profile : Bryon's Key Traits



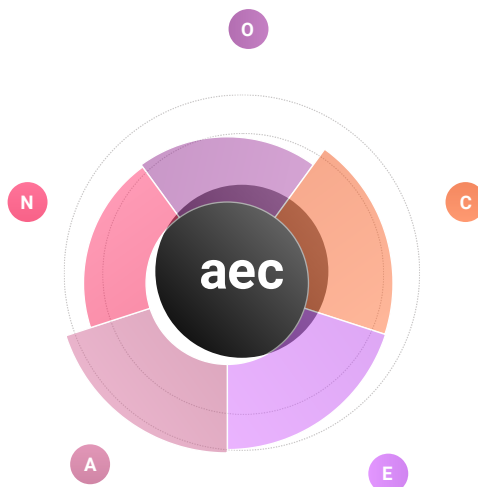
### INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.

### 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.

## OCEAN Profile : Bryon's Key Traits



### AGREEABLENESS

Agreeableness(A) reflects the degree of compassion, cooperation and general friendliness in a person. Those scoring high are mostly even-tempered, pleasant and easy to convince whereas those scoring low tend to challenge and question things and are likely to have a contrarian attitude.

### EXTRAVERSION

Extraversion(E) reflects the degree of assertiveness, sociability that an individual exhibits. People scoring high on extraversion tend to be outgoing, energetic and talkative whereas those scoring low tend to be reserved, quiet and thoughtful, especially in social settings.

### CONSCIENTIOUSNESS

Conscientiousness(C) reflects the degree of self-discipline, focus on doing things in a planned manner and acting dutifully. Those scoring high are usually efficient, organized and focused whereas those scoring low tend to be easy-going, spontaneous and unreliable at times.