



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

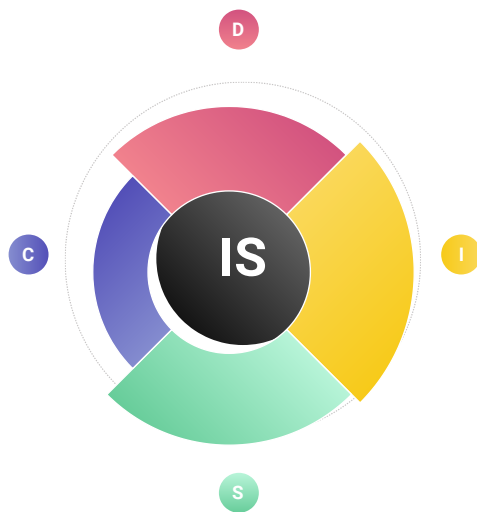
How Fast (Or Slow) Will Bryon Move?

- 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



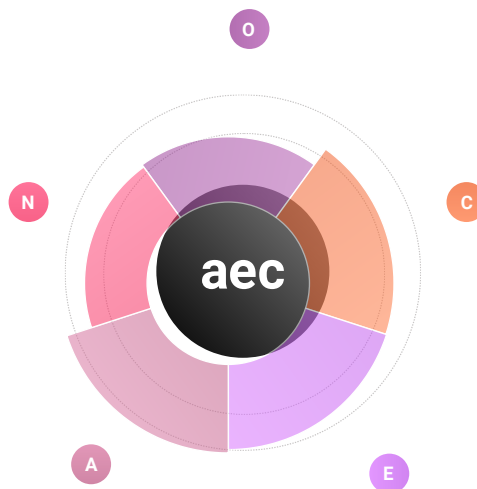
INFLUENCE

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.