



Wesley Shaefer

Location: Atlanta, GA, US

Job: Leadership

Experience: 10 years

They will bat for you if they come to believe in you. They are more likely to be open to unproven but exciting technologies. They respond better to a combination of speed and relationship.

Charasmatic

Informal

Persuasive

Insights For Deal Planning

How Fast (Or Slow) Will Wesley Move?

- They can make decisions quickly if they develop trust in you and conviction in the product.

Can Wesley Take Some Risk Or Not?

- They can take risks if necessary.

Insights For Selling To Wesley

→ During A Call Or a Meeting

DO'S

- ✓ Address your competition clearly and confidently
- ✓ Use phrases like 'your decision will', 'you will impact' etc.
- ✓ Talk about yourself and some of your achievements at the start of the conversation

DON'TS

- ✗ Don't hesitate from asking questions or pushing them, but take a friendly approach
- ✗ Don't force involvement of other stakeholders unless it is critical
- ✗ Don't make any commitments that you might not be able to fulfill

→ While Negotiating & Closing

The secret to closing fast with Wesley is

- Relationship and product conviction matter equally, followed by a sense of achievement.

Will you ever get a clear answer from Wesley

- If they are not convinced, they will say no albeit in a friendly manner.

SAMPLE AI PROFILE



→ 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.

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 Wesley, Rick here at Visual Visitor 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

- "Wesley, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 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

Length of Mail: Short

- *Example: Ideally up to 100-120 words*

Subject: Exciting, direct

- *Example: 'Wesley, quantum jump', 'Is it game over?' etc*

Salutation: None

- *Example: Skip 'Hi', 'Hey' etc., use only the first name*

Greeting: None (or say something unique)

- *Example: Skip 'Hi', 'Hey' etc., use only the first name*

Emojis / GIFs: None

Bullet Points: Could Use

Closing Line: Informally state your ask

- *Example: Something like 'Wesley, if you are on, let's finalize tomorrow?'*

Complimentary Close: Unique, casual

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

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement