



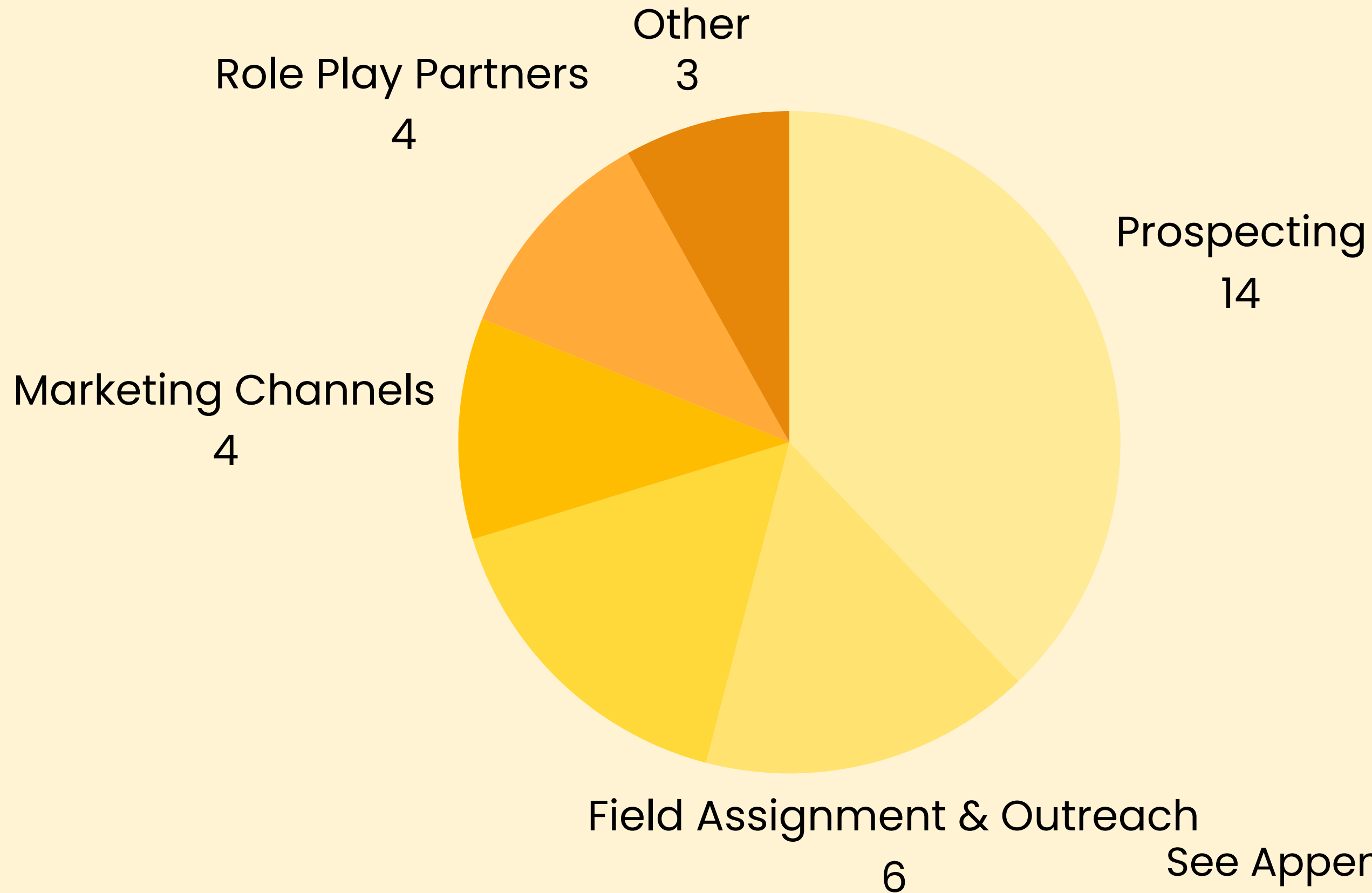
Humantic AI

PERSONALITY POWERED PROSPECTING

ANNABELLE JOHNSON | PROSALES II

APRIL 24, 2025

OVERVIEW OF HUMANTIC AI USE



See Appendix for more 

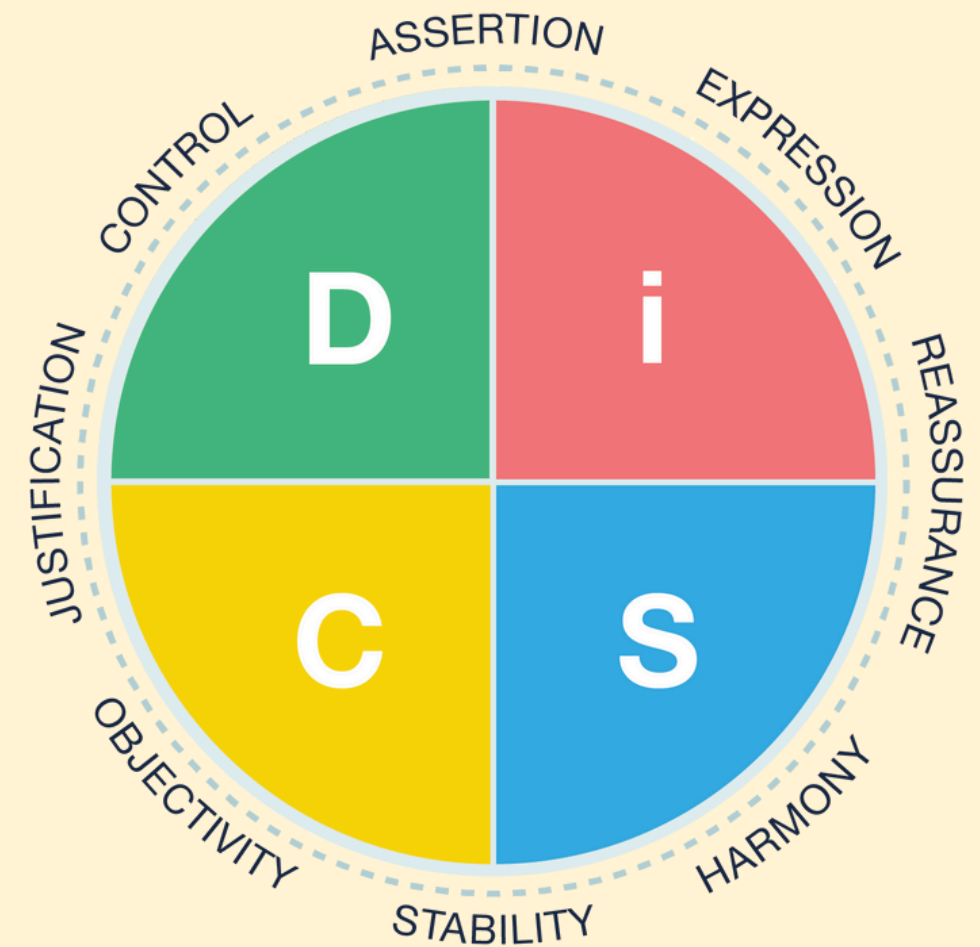
PROS & CONS

WHAT WORKED:

- **DISC PROFILE INSIGHTS:** UNDERSTANDING FAST-PACED VS. ANALYTICAL STYLES HELPED WITH TEAM DYNAMICS AND ROLE CLARITY.
- **PRE-CALL PLANNING:** USEFUL FOR DECIDING WHETHER TO LEAD WITH LOGIC, RESULTS, OR RELATIONSHIP-BUILDING.

WHERE IT FELL SHORT

- **FORCED PERSONALIZATION:** AI-SUGGESTED MESSAGING OFTEN LACKED AUTHENTICITY AND SOMETIMES CLASHED WITH MY NATURAL TONE.
- **TOO PRESCRIPTIVE:** I FELT LIMITED BY THE TOOL WHEN I TRIED TO FOLLOW ITS GUIDANCE EXACTLY — IT TOOK AWAY FLEXIBILITY AND SPONTANEITY.
- **INCONSISTENT ACCURACY:** THE PERSONALITY READOUTS DIDN'T ALWAYS MATCH HOW PEOPLE ACTUALLY BEHAVED IN CONVERSATION.



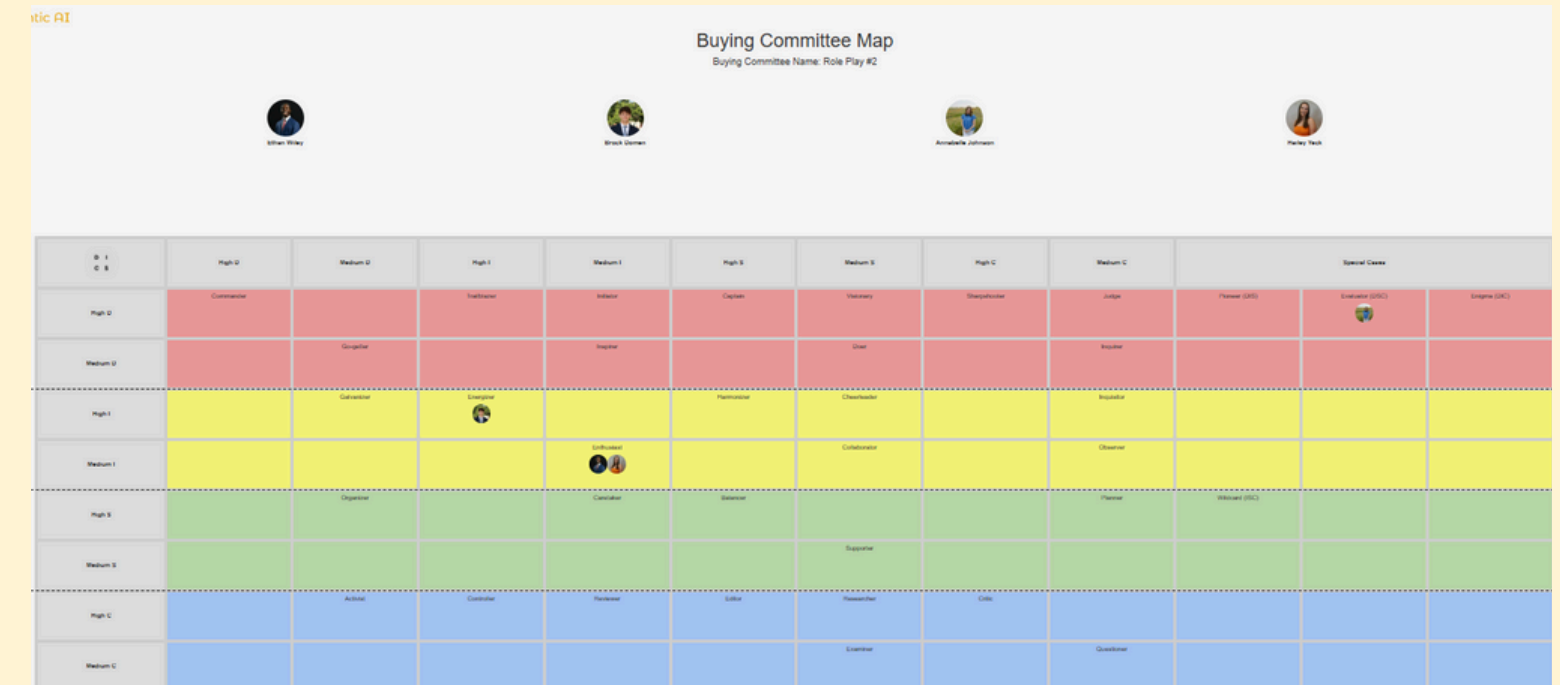
See Appendix for more



WHERE IT MADE A DIFFERENCE

RP TEAM ASSIGNMENTS:

I USED DISC STYLES TO ADAPT HOW I COLLABORATED — ESPECIALLY WITH MY MORE INFLUENTIAL PARTNERS. THIS IMPROVED PLANNING AND REDUCED CONFLICT.



The image shows a 'Buying Committee Map' interface. At the top, it says 'Buying Committee Map' and 'Buying Committee Name: Role Play #2'. Below this are four profile icons. The main part of the image is a grid with columns labeled 'High D', 'Medium D', 'High I', 'Medium I', 'High S', 'Medium S', 'High C', 'Medium C', and 'Special Cases'. The rows are labeled 'High D', 'Medium D', 'High I', 'Medium I', 'High S', 'Medium S', 'High C', and 'Medium C'. The cells in the grid are colored in a repeating pattern of red, yellow, green, and blue. Some cells contain small icons or text, such as 'Decision Maker' in the red cells and 'Influencer' in the yellow cells.

	High D	Medium D	High I	Medium I	High S	Medium S	High C	Medium C	Special Cases
High D	Decision Maker	Decision Maker	Decision Maker	Decision Maker	Decision Maker	Decision Maker	Decision Maker	Decision Maker	Decision Maker
Medium D	Decision Maker	Decision Maker	Decision Maker	Decision Maker	Decision Maker	Decision Maker	Decision Maker	Decision Maker	Decision Maker
High I	Influencer	Influencer	Influencer	Influencer	Influencer	Influencer	Influencer	Influencer	Influencer
Medium I	Influencer	Influencer	Influencer	Influencer	Influencer	Influencer	Influencer	Influencer	Influencer
High S	Supporter	Supporter	Supporter	Supporter	Supporter	Supporter	Supporter	Supporter	Supporter
Medium S	Supporter	Supporter	Supporter	Supporter	Supporter	Supporter	Supporter	Supporter	Supporter
High C	Champion	Champion	Champion	Champion	Champion	Champion	Champion	Champion	Champion
Medium C	Champion	Champion	Champion	Champion	Champion	Champion	Champion	Champion	Champion

EMAIL STRATEGY (MIXED RESULTS):

IN PROSPECTING, I TESTED AI-RECOMMENDED MESSAGES. THEY FELT STIFF — WHEN I SWITCHED BACK TO WRITING IN MY OWN STYLE, I GOT BETTER ENGAGEMENT.

CONCLUDING THOUGHTS:

IT HELPED ME THINK, BUT WHEN I FOLLOWED IT TOO CLOSELY, IT HURT CONNECTION.



SELF-REFLECTION

I IDENTIFY MORE AS AN “S” (STEADY):

ALTHOUGH HUMANTIC LABELED ME “CDS,” I DON’T STRONGLY RELATE TO THE “D” TRAITS. I VALUE RELATIONSHIPS AND COLLABORATION, WHICH WEREN’T FULLY REFLECTED.

THE MESSAGING DIDN’T MATCH ME:

FOLLOWING HUMANTIC'S SUGGESTIONS FELT TOO ROBOTIC. I FOUND THAT MY OWN TONE — WHICH IS WARM, THOUGHTFUL, AND PEOPLE-FIRST — WORKED BETTER IN BOTH INTERNAL AND EXTERNAL INTERACTIONS.

Humantic AI    



Annabelle Johnson
Float Chair , Delta Delta Delta
9:38:17 PM Apr 23rd, 2025

Evaluator

[+ Add to Buying Committee](#) [View All](#)

More 

Know Annabelle

Thorough Evaluator

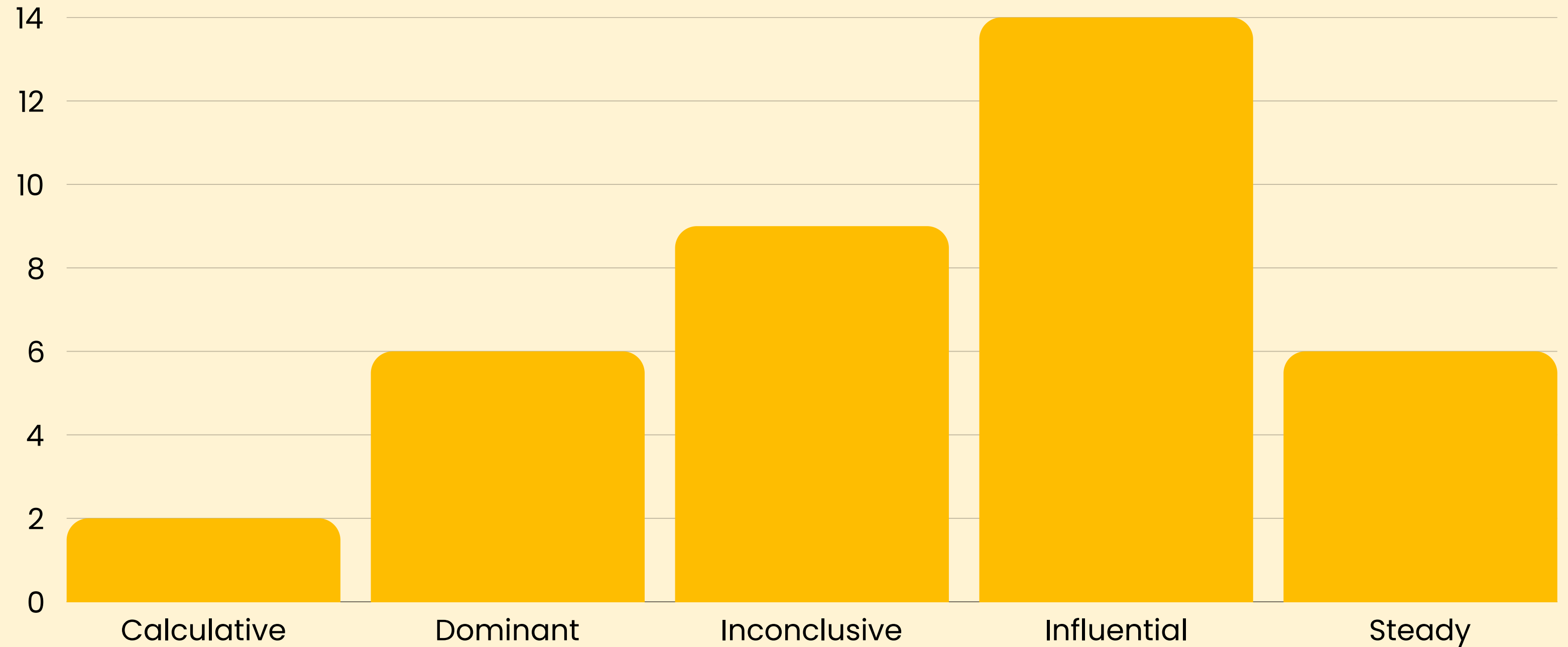
Quality Focused

Hard To Convince

They are not very likely to become strong advocates of your product or service They focus on the results, but can still be quite procedural and analytical about how to get there They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical

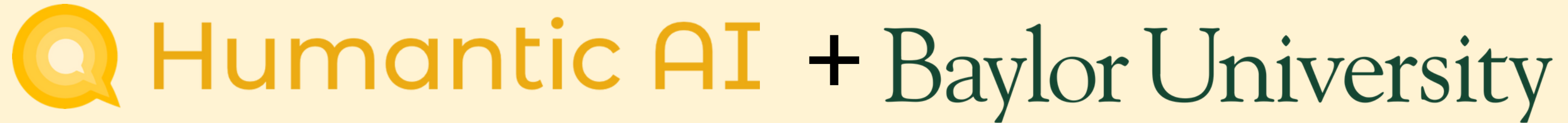


INSIGHTS & THOUGHTS



9 INSIGHTS WERE INCONCLUSIVE, MAKING IT UNCLEAR HOW TO TAILOR MY MESSAGING OR APPROACH.

TIPS FOR FUTURE PROSPECTING



Use Humantic for mindset prep, not message-writing.	Don't let AI override your instinct or personality.
Reference DISC insights to guide communication style.	Don't assume the profile is always accurate or complete.
Use it to better understand team dynamics and collaboration styles.	Don't rely solely on Humantic for understanding someone's preferences.
Adapt tone and structure based on recipient traits.	Don't sacrifice authenticity to match AI-suggested language.
Let it support your planning, not replace your creativity.	Don't ignore your own voice and selling style



APPENDIX

APPENDIX 1: HUMANTIC AI USE

APPENDIX 2: TRACKING

SPREADSHEET

HUMANTIC AI USE

ABOUT THE TOOL:

HUMANTIC AI ANALYZES PERSONALITY TRAITS TO HELP SALESPEOPLE TAILOR COMMUNICATION AND ENGAGEMENT STRATEGIES — OFTEN USING DISC OR BIG 5 FRAMEWORKS.

HOW I USED IT:

- PARTNERED WITH RP TEAMMATES BY COMPARING OUR DISC PROFILES.
- ASSESSED BUYERS AND PROSPECTS TO “PERSONALIZE” MESSAGING.
- CONSULTED PROFILES BEFORE OUTREACH EMAILS AND CALLS IN PROJECTS.

OBSERVATION:

WHILE THE DISC FRAMEWORK WAS HELPFUL, THE MESSAGING RECOMMENDATIONS SOMETIMES FELT OVERLY FORMULAIC — AND NOT ALWAYS TRUE TO MY VOICE OR THE REAL PERSON ON THE OTHER END.

HUMANTIC AI SPREADSHEET

Name	Linkedin	DISC: Archetype	DISC: Group	DISC: T	DISC: Description	Big 5 Personality	Big 5 Personality: Description	Confidence Score	Humantic Profile	Assignment Used:
Todd Gathje, Ph.D.	edin.com/in/todd-gathje	Inconclusive	Inconclusive	-	-	-	-	41.6	profile/Todd-Gathje%2C-Ph	4
Lexi English	www.linkedin.com/in/lexi	Enthusiast	influential	i	Medium Influence	o,e,n	Somewhat Open,Extroverted,Somewhat Balanced	100	tic.ai/profile/Lexi-English-5	Prospecting
Kevin Rutledge	edin.com/in/kevin-rutle	Supporter	steady	s	Medium Steadiness	a,c,e	Agreeable,Somewhat Conscientious,Somewhat Introverted	100	c.ai/profile/Kevin-Rutledge	Field Assignment
Colleen McDonald	edin.com/in/colleen-mc	Commander	dominant	D	High Dominance	n,a,c	Somewhat Balanced,Agreeable,Conscientious	100	ai/profile/Colleen-McDonal	Marketing Channels
Ethan Wiley	edin.com/in/ethan-wile	Enthusiast	influential	i	Medium Influence	n,o,e	Balanced,Open,Extroverted	76.4	tic.ai/profile/Ethan-Wiley-6	RP #2
Hailey Yeck	www.linkedin.com/in/hail	Enthusiast	influential	i	Medium Influence	n,o,a	Somewhat Balanced,Somewhat Open,Somewhat Agreeable	97.5	tic.ai/profile/Hailey-Yeck-2	RP #2
Brock Domen	www.linkedin.com/in/broc	Energizer	influential	I	High Influence	E,a,c	Very Extroverted,Agreeable,Somewhat Conscientious	75.3	c.ai/profile/Brock-Domen-c	RP #2
Nadia Michel	www.linkedin.com/in/nac	Planner	steady	S, c	eadiness, Medium Calculati	a,e,c	Agreeable,Extroverted,Somewhat Conscientious	100	c.ai/profile/Nadia-Michel-c	Prospecting
Jeremy Brimhall	edin.com/in/jeremy-brin	Inconclusive	Inconclusive	-	-	-	-	41	s.ai/profile/Jeremy-Brimhall-	Prospecting
Trevor G. Ashlock	edin.com/in/trevor-g-ash	Evaluator	dominant	C, D, S	veness, High Dominance, Hi	O,e,n	Very Open,Extroverted,Balanced	51.9	ai/profile/Trevor-G.-Ashlock	Field Assignment
Robert S Adkins	-	Inconclusive	Inconclusive	-	-	-	-	0	-	Purchasing
Travis Shoemaker	edin.com/in/travis-shoe	Energizer	influential	I	High Influence	o,n,e	Open,Somewhat Balanced,Extroverted	53.5	ai/profile/Travis-Shoemake	Purchasing
Melissa Wood	edin.com/in/melissa-w	Inconclusive	Inconclusive	-	-	-	-	44	ic.ai/profile/Melissa-Wood-v	Purchasing
Michael Burke	edin.com/in/michael-b	Balancer	steady	S	High Steadiness	c,a,e	Conscientious,Agreeable,Extroverted	100	ic.ai/profile/Michael-Burke-	Purchasing
Ben Childs	w.linkedin.com/in/ben-c	Inconclusive	Inconclusive	-	-	-	-	37.9	-	RP #1
Gwenevere McCraw	n.com/in/gwenevere-m	Inconclusive	Inconclusive	-	-	-	-	44.2	ii/profile/Gwenevere-McCra	Prosales Little
Jessica Booth	.linkedin.com/in/jessica	Supporter	steady	s	Medium Steadiness	a,n,e	Agreeable,Somewhat Balanced,Extroverted	100	c.ai/profile/Jessica-Booth-1	Field Assignment Outreach
Adam Syswerda, MBA, CIC	com/in/adam-syswerda	Sharpshooter	dominant	D, C	Dominance, High Calculati	o,e,c	Somewhat Open,Extroverted,Somewhat Conscientious	65.5	'Adam-Syswerda%2C-MBA	Field Assignment Outreach
Taylor Tatum	edin.com/in/taylor-tatu	Organizer	steady	S, d	Steadiness, Medium Domin	N,o,a	Very Balanced,Open,Agreeable	96.5	tic.ai/profile/Taylor-Tatum-4	Prospecting
Abigail Ramos	edin.com/in/abigail-ram	Captain	dominant	D, S	h Dominance, High Steadin	O,n,c	Very Open,Balanced,Somewhat Conscientious	59.7	ic.ai/profile/Abigail-Ramos-	Prospecting
Ryan Bukowski	www.linkedin.com/in/ryb	Enthusiast	influential	i	Medium Influence	a,e,c	Agreeable,Extroverted,Conscientious	100	s.ai/profile/Ryan-Bukowski-l	Prospecting
Ashley Danna	www.linkedin.com/in/ashl	Visionary	dominant	D, s	Dominance, Medium Stead	n,c,a	Somewhat Balanced,Conscientious,Agreeable	100	c.ai/profile/Ashley-Danna-c	Prospecting
Frank Jenkins	edin.com/in/frank-jenk	Energizer	influential	I	High Influence	E,n,o	Very Extroverted,Somewhat Balanced,Somewhat Open	67.2	ic.ai/profile/Frank-Jenkins-0	Prospecting
Lilly Beyer	nkedin.com/in/lilly-beye	Supporter	steady	s	Medium Steadiness	n,o,a	Somewhat Balanced,Open,Agreeable	87.9	htic.ai/profile/Lilly-Beyer-33	Marketing Channels
Grace Meredith	edin.com/in/grace-mere	Energizer	influential	I	High Influence	o,n,e	Open,Somewhat Balanced,Extroverted	56.1	c.ai/profile/Grace-Meredith-	Marketing Channels
Grace Simmons	edin.com/in/grace-simm	Enthusiast	influential	i	Medium Influence	A,c,e	Very Agreeable,Conscientious,Extroverted	100	.ai/profile/Grace-Simmons-	Marketing Channels
Nathan Buentello	edin.com/in/nathan-bue	Inconclusive	Inconclusive	-	-	-	-	32.8	-	Field Assignment Outreach
James Schick	edin.com/in/james-sch	Energizer	influential	I	High Influence	e,o,c	Extroverted,Somewhat Open,Somewhat Conscientious	100	c.ai/profile/James-Schick-5	Purchasing
Chris DeBreux	edin.com/in/chris-debr	Inconclusive	Inconclusive	-	-	-	-	46.1	.ai/profile/Chris-DeBreux-	Purchasing Outreach
Madeline Warner	edin.com/in/madeline-w	Energizer	influential	I	High Influence	E,n,a	Very Extroverted,Balanced,Agreeable	100	c.ai/profile/Madeline-Warne	Prospecting
Kat Vines	w.linkedin.com/in/kathe	Questioner	calculative	c	Medium Calculativeness	N,o,a	Very Balanced,Open,Somewhat Agreeable	77.6	htic.ai/profile/Kat-Vines-0bb	ntinental Internship Outrea
MIKE GOSS	hkedin.com/in/mikegoss	Captain	dominant	D, S	h Dominance, High Steadin	C,e,a	Very Conscientious,Extroverted,Agreeable	100	tic.ai/profile/MIKE-GOSS-al	Field Assignment Outreach
Rachel Gill	nkedin.com/in/rachel-g	Enthusiast	influential	i	Medium Influence	o,a,e	Somewhat Open,Agreeable,Extroverted	53.9	tic.ai/profile/Rachel-Gill-b4	Prospecting
Emily Chatham	edin.com/in/emily-chat	Questioner	calculative	c	Medium Calculativeness	e,a,n	Extroverted,Agreeable,Somewhat Balanced	72.6	s.ai/profile/Emily-Chatham-v	Prospecting
Candace Avery	edin.com/in/candace-	Inconclusive	Inconclusive	-	-	-	-	31.4	-	Prospecting
Vanessa McLemore	edin.com/in/vanessa-mc	Enthusiast	influential	i	Medium Influence	n,o,c	Balanced,Open,Somewhat Conscientious	64.3	ii/profile/Vanessa-McLemor	Prospecting
Jean Nechvatal, BS, MSIR	n.com/in/jean-nechvata	Energizer	influential	I	High Influence	c,e,a	Conscientious,Extroverted,Agreeable	100	Jean-Nechvatal%2C-BS%	Prospecting
Sydney Aguillon	w.linkedin.com/in/sydn	Enthusiast	influential	i	Medium Influence	n,a,o	Balanced,Agreeable,Somewhat Open	100	.ai/profile/Sydney-Aguillon-	Persuasive Presentation 1

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