Contacts Conversations Marketing Sales Service Workflows Reporting

Search HubSpot

CRM Enrichment Dashboard

Create dashboard | Actions | Share | Add report

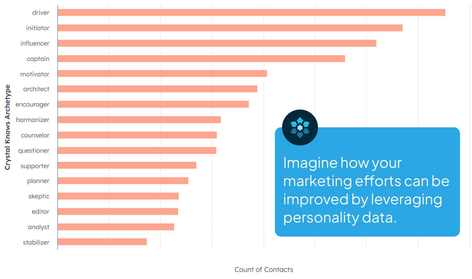
+ Quick Filters | Dashboard filters BETA

Manage dashboards | Assigned: Owner onl

SQL by DISC Archetype

Date range: All time

Sales Qualified Lead



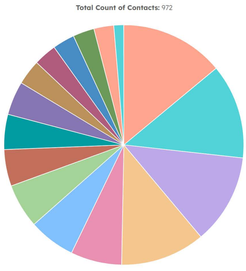
Imagine how your marketing efforts can be improved by leveraging personality data.

DISC Archetypes of SQLs w/ Booked Discos

Date range: All time

driver initiator captain influencer motivator encourager architect questioner harmonizer

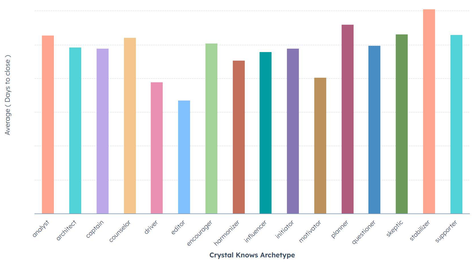
1/2



Average Days to Close w/ Personality Types

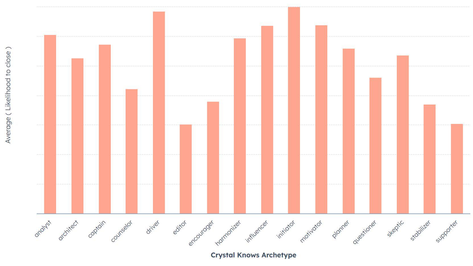
analyst architect captain counselor driver editor encourager harmonizer influencer

1/2



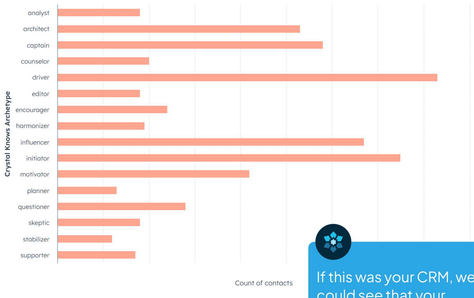
Likelihood to Close by Personality Types

Average (Likelihood to close)



DISC Type by Contacts Associated to Open Deals

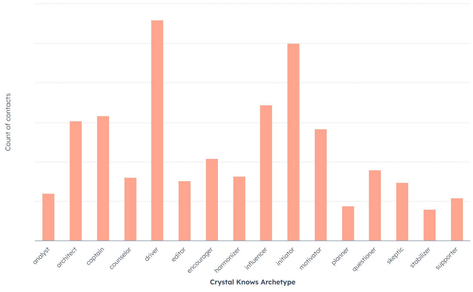
Count of contacts



If this was your CRM, we could see that your qualified leads and customers are more risk adverse.

DISC Type by Customer Contacts

Count of contacts



Risk Aversion by Lifecycle (0: Risk Averse - 100: Risk Tolerant)

Marketing Qualified Lead | Sales Qualified Lead | Opportunity | Customer

Pace by Lifecycle (0: Slow Paced - 100: Fast Paced)

Marketing Qualified Lead | Sales Qualified Lead | Opportunity | Customer

Their tendency is to be more fast-paced.

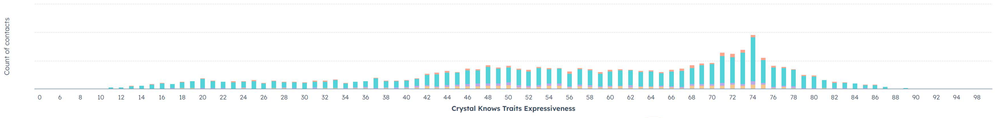
Dominance by Lifecycle (0: Modest - 100: Dominant)

Marketing Qualified Lead | Sales Qualified Lead | Opportunity | Customer

And they are generally more dominant.

Expressiveness by Lifecycle (0: Matter of fact - 100: Expressive)

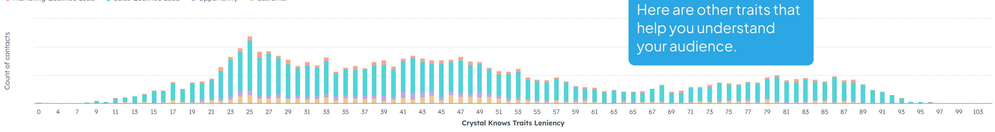
Marketing Qualified Lead | Sales Qualified Lead | Opportunity | Customer



Leniency by Lifecycle (0: Rigid - 100: Lenient)

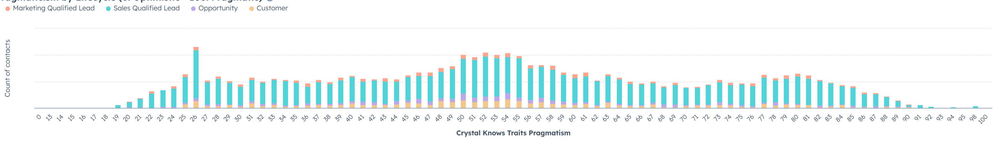
Marketing Qualified Lead | Sales Qualified Lead | Opportunity | Customer

Here are other traits that help you understand your audience.



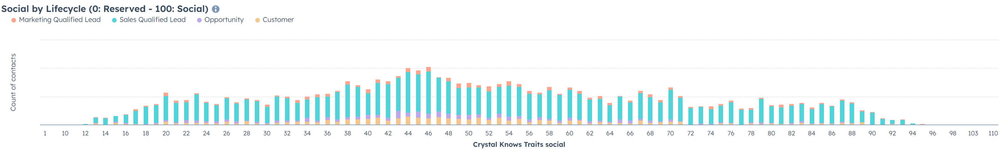
Pragmaticism by Lifecycle (0: Optimistic - 100: Pragmatic)

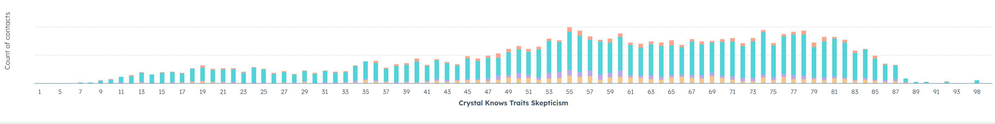
Marketing Qualified Lead | Sales Qualified Lead | Opportunity | Customer



Social by Lifecycle (0: Reserved - 100: Social)

Marketing Qualified Lead | Sales Qualified Lead | Opportunity | Customer



Skepticism by Lifecycle (0: Trusting - 100: Skeptical)

Marketing Qualified Lead | Sales Qualified Lead | Opportunity | Customer