



ALAN DYKE

Evaluator
DISC Type : cds

Vice President of Business Development at FAR Chemical, a CPS Company
Boulder, Colorado, United States

Overview

Alan has no verified overview

👉 Personality Overview

Hard To Convince Quality Focused Fast But Analytical

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

👉 Topics They Care About

Alan has no verified topics they care about

Media Appearances

Alan has no verified media appearances

Work History

- 1-2025 - 3-2026
Vice President of Business Development at FAR Chemical, a CPS Company
- 4-2024
President & Founder at Critical Chemicals Company
- 1-2024
Ally Board Member at Women in Chemicals
- 1-2024
Member of the Board of Advisors at Sustainable Chemicals LLC
- 11-2023 - 12-2024
Vice President of Business Development at ProChem Inc.

Education

- 1996 - 2003
PhD from University of Bristol
- 1996 - 2000
MSci from University of Bristol

More Information

Social Presence :



Prographics :

Exp : **22** Location : **Boulder, Colorado, United States** Job Level : **Leadership**

Designation : **Vice President of Business Development at FAR Chemical, a CPS Company**

Interested In

Sports

Bristol Universtiy Men's Hockey Club

Insights For Selling To Alan

👉 During A Call Or A Meeting

DO's

- Keep a professional, business-like approach; especially if you tend to get informal quickly
- Help them see both - the 'big picture' impact and the ROI of the investment
- Be prepared for comments or questions that are critical of your product or your claims

DONT's

- Don't focus on relationship, focus purely on the merit of your product
- Don't nudge them to do something by using the logic that others have done the same
- Avoid self-deprecating references or general informality, it could decrease their trust in you

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Alan, this is [user_fname] at [user_companynamewithfirsttwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: To the point, measured

Example: Will this work?', '6.2% revenue impact' etc.

Salutation: No

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

Greeting: No

Example: Skip usual lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

Example: Less than 100 words

👉 While Negotiating & Closing

The secret to closing fast with Alan is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Alan

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

Insights For Deal Planning

How Fast (Or Slow) Will Alan Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Alan Take Some Risk Or Not?

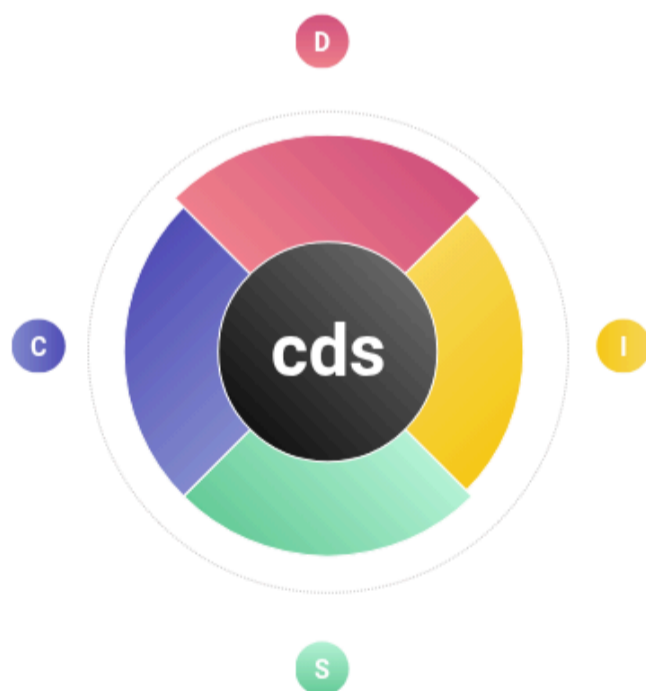
- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

You And Alan

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Alan's Key Traits



CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.

DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

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.