



## ANDREW CHENG

Researcher  
DISC Type : Cs

Senior Manager, Fraud Monitoring at Upgrade, Inc.  
San Francisco Bay Area, United States

### Overview

Andrew has no verified overview

#### 👉 Personality Overview

Perfectionist

Process Focused

Soft Communicator

They are quite aware of their needs and limitations, so they are unlikely to over-promise. The only way to convince them is by showing them examples and ample proof. They do not like taking risks at all and go for proven options in the end.

#### 👉 Topics They Care About

Andrew has no verified topics they care about

### Media Appearances

Andrew has no verified media appearances

### Work History

- 5-2025  
Senior Manager, Fraud Monitoring at Upgrade, Inc.
- 2-2024 - 5-2025  
Senior Manager, New Accounts at Upgrade, Inc.
- 6-2021 - 2-2024  
Manager, Verifications at Upgrade, Inc.
- 6-2019 - 6-2021  
Real-Time Payment Fraud Supervisor at First Republic Bank
- 11-2016 - 6-2019  
Payment solutions Supervisor at LendingClub

### Education

Andrew has no verified education history

## More Information

Social Presence :



Prographics :

Exp : **16** Location : **San Francisco Bay Area, United States** Job Level : **Middle**

Designation : **Senior Manager, Fraud Monitoring at Upgrade, Inc.**

## Insights For Selling To Andrew

### 👉 During A Call Or A Meeting

#### DO's

- Share whitepapers or case studies that showcase measurable results instead of just telling customer stories
- Preferably use email to follow up with them instead of phone or LinkedIn, engage by asking question or opinions
- If they are not asking many questions, nudge them to ask questions rather than just starting to talk yourself

#### DONT's

- Don't overhype the product/pitch, keep it measured
- Avoid emotional and informal language, stay objective and to the point instead
- Avoid phrases like 'trust me', 'you will just love it' etc.

## 👉 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 Andrew, this is [user\_fname] at [user\_companynamewordstwowords].

**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:** Precise

*Example: Measurable results', '6.2% more sales' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi' (along with the first name)*

**Greeting:** Yes (Say something formal/usual)

*Example: Use standard lines, like 'I hope that you are doing well' etc.*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'*

**Complimentary Close:** Formal

*Example: Something simple like 'Thanks', 'Regards' etc.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on removing doubts

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Andrew is

- *Adoption by others is very important to them, followed by confidence in ROI.*

Will you ever get a clear answer from Andrew

- *They are unlikely to say no, it's better to stop yourself once you have exhausted all the options.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Andrew Move?

- *They don't like to hasten, so their speed of decision-making may be slow.*

Can Andrew Take Some Risk Or Not?

- *They have little willingness to take risks, and prefer making calculated decisions.*

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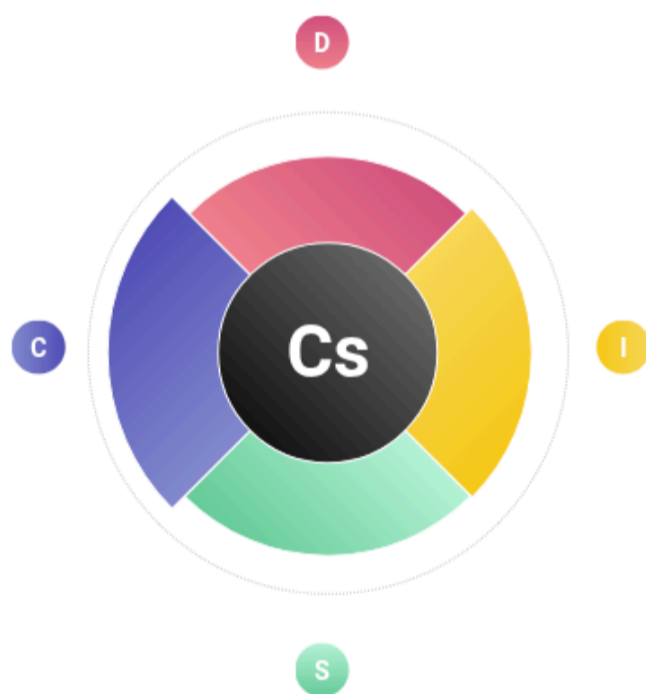
## You And Andrew

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Andrew'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.

### 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.