



# ANWAR SIRAJ

**Critic**  
DISC Type : C

**Sr. VP, Chief Health Informatics Officer at Harris Health System**  
Houston, Texas, United States

## Overview

Anwar has no verified overview

### 👉 Personality Overview

Critic   Objective Thinker   Information Seeker

They don't appreciate bells and whistles unless backed by data. They are quite likely to negotiate on pricing or other key terms. They enjoy working alone and do not rely on others very often.

### 👉 Topics They Care About

Anwar has no verified topics they care about

## Media Appearances

Anwar has no verified media appearances

## Work History

- 4-2020  
Sr. VP, Chief Health Informatics Officer at Harris Health System
- 3-2020  
Voluntary Clinical Assistant Professor at University of Houston
- 9-2019 - 4-2020  
Chief Data Scientist at Harris Health System
- 7-2016 - 9-2019  
Associate Chief Medical Information Officer at Memorial Hermann Health System
- 12-2014 - 7-2016  
Director of Clinical Informatics - Knowledge & Content, Quality and Clinical Decision Support at

## Education

- 1-2022 - 12-2024  
Executive MBA from Naveen Jindal School of Management, UT Dallas
- 2005 - 2006  
M.S. from UTHealth Houston

## More Information

### Social Presence :



### Prographics :

Exp : **19** Location : **Houston, Texas, United States** Job Level : **Leadership**

Designation : **Sr. VP, Chief Health Informatics Officer at Harris Health System**

## Insights For Selling To Anwar

### 👉 During A Call Or A Meeting

#### DO's

- If you can, show them industry reports or analyst comments instead of sharing anecdotal stories
- Tell them what ROI they can expect
- Don't forget to mention how you compare to competition on both features and pricing

#### DONT's

- Don't give superficial answers, they are easily rattled by them
- Avoid pushing them too much to involve other stakeholders unless it is critical
- Don't try to give too many examples of other users, they like to make their own decisions

## 👉 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 Anwar, 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:** Objective

*Example: Getting personalization right, '40% increase' etc.*

**Salutation:** Yes ( Something usual)

*Example: Use 'Hi' or only the first name*

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make sense, shall we speak tomorrow?'*

**Complimentary Close:** None or formal

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

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on allaying doubts and ROI

**Length of Mail:** Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Anwar is

- *Strong evidence of ROI, effective pricing, and proven data points matter the most to them.*

Will you ever get a clear answer from Anwar

- *It is not very hard for them to say no if they are not convinced about the decision.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Anwar Move?

- *They are neither the fastest nor the slowest decision makers, they are somewhere in the middle.*

Can Anwar Take Some Risk Or Not?

- *They can bear some risk if their analysis backs the decision.*

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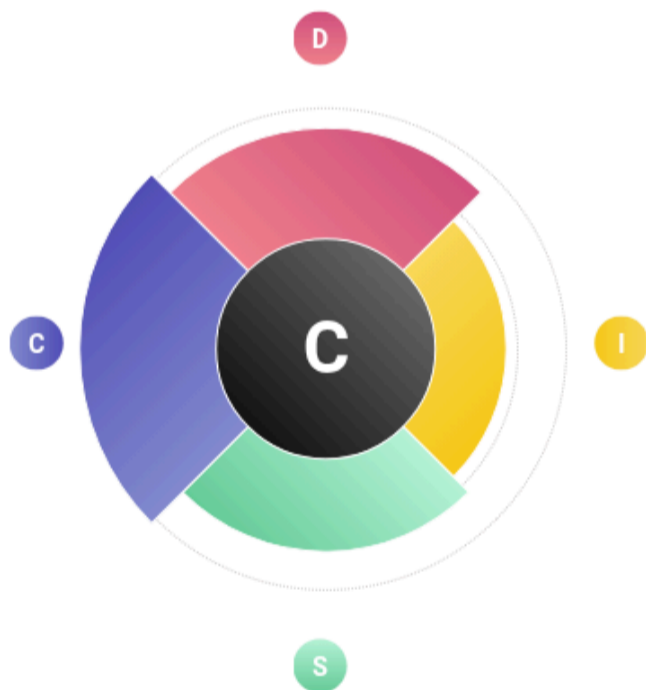
## You And Anwar

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Anwar'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.