



## AUSTIN DUNCAN

**Questioner**  
DISC Type : c

**Regional Sales Director at Spok**  
Nashville, Tennessee, United States

### Overview

Austin Duncan is a Regional Sales Director at Spok, where he partners with healthcare systems to enhance clinical communication and workflow efficiency. A graduate of the University of Tennessee, Knoxville, he is described by colleagues as having a strong passion for interpersonal connection and delivering genuine value to his clients.

Reflecting a background in athletics, Austin was a student-athlete for the University of Memphis football team. This experience in a competitive team environment has likely influenced his professional drive and collaborative approach. He is based in the Nashville area.

Unique fact: Austin was a wide receiver for the University of Memphis Tigers football team.

### Personality Overview

**Value Seeker**      **Cautious & Analytical**      **Not Easily Convinced**

While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. They prefer to fully evaluate every situation. It is quite likely of them to ask for pricing or other concessions.

### Topics They Care About

**Healthcare Communication**  
His current role at Spok and recent posts focus on improving clinical communication, care coordination, and reducing friction in healthcare environments through better workflows.

**Clinical Workflow Efficiency**  
He works with executive, clinical, and IT stakeholders to identify workflow gaps and implement solutions like secure messaging, on-call scheduling, and clinical alerting.

**Healthcare IT Solutions**

His previous role involved providing resources for major health information systems, including Oracle Cerner, Epic, and Meditech, demonstrating broad knowledge in the sector.

### College Football

He was a student-athlete and played on the Division I football team for the University of Memphis, indicating a deep, personal connection to the sport.

### Tennessee Titans

[Predicted] Based on his location in Nashville and his background in football, he likely follows the local NFL team.



## Media Appearances

Austin has no verified media appearances

## Work History

- 1-2026  
Regional Sales Director at Spok
- 3-2023 - 9-2025  
Account Manager, Healthcare IT at Bedroc
- 4-2022 - 3-2023  
Territory Manager at Heru
- 5-2021 - 4-2022  
Account Executive at RHM Staffing Solutions
- 10-2020 - 10-2021  
AP Coatings at AP Coatings

## Education

- 2017 - 2020  
Bachelor's Degree in Communication from University of Tennessee, Knoxville
- 6-2016 - 9-2017  
Student Athlete for The University of Memphis Football Team from University of Memphis

## More Information

### Social Presence :



### Prographics :

Exp : 6 Location : **Nashville, Tennessee, United States** Job Level : **Mid-senior** Designation : **Regional Sales Director at Spok**

# Insights For Selling To Austin

## 👉 During A Call Or A Meeting

### DO's

- Back up any claims with data and numbers
- Emphasize on objective proof of ROI, help them do a thorough evaluation
- Keep some extra margin in hand as they will likely negotiate the pricing

### DONT's

- Don't depend too much on anecdotal evidence, it reduces their confidence
- Don't overhype the product/pitch, keep it measured
- Avoid phrases like 'do not worry about', 'no one compares to' 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 Austin, 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 Austin is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Austin

- *It doesn't come naturally to them but they can say no if they are not convinced.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Austin Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Austin Take Some Risk Or Not?

- *If they believe that they have analyzed the situation well, they can take a little risk.*

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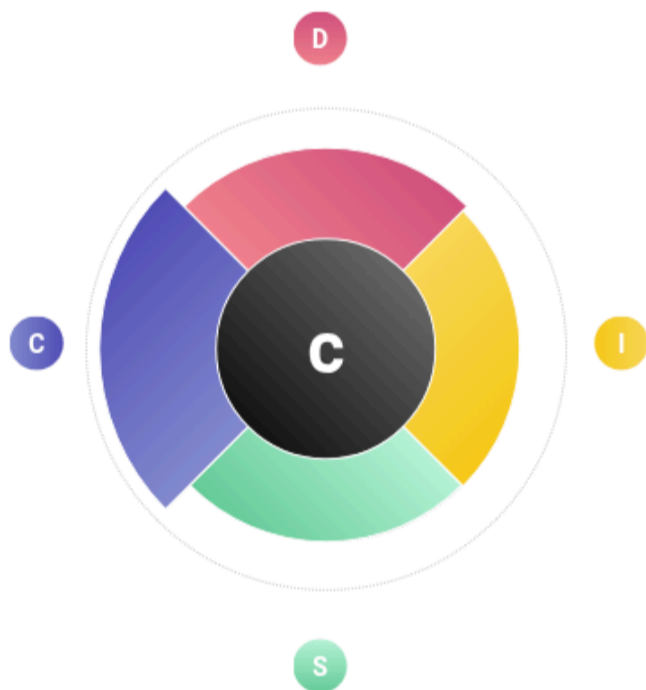
## You And Austin

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Austin'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.