



BOYD CLARK

Examiner
DISC Type : cs

Director Materials Laboratory Services and Senior Principal Materials Scientist at CTLGroup
Skokie, Illinois, United States

Overview

Boyd has no verified overview

👉 Personality Overview

Process Oriented Unexpressive Tough To Convince

Being observant comes to them naturally. They are heavily focused on quality and prefer doing things the right way, even if it takes time. They are quite aware of their needs and limitations, so they are unlikely to over-promise.

👉 Topics They Care About

Boyd has no verified topics they care about

Media Appearances

Boyd has no verified media appearances

Work History

- 12-2010
Director Materials Laboratory Services and Senior Principal Materials Scientist at CTLGroup

Education

- 1995 - 2001
Ph.D. from Penn State University
- 1979 - 1988
Master's degree from University of California, Berkeley

More Information

Social Presence :



Prographics :

Exp : 15 Location : Skokie, Illinois, United States Job Level : Senior

Insights For Selling To Boyd

👉 During A Call Or A Meeting

DO's

- Spend time addressing concerns around risk and change, they will have them even if they don't express them
- Ask them which other stakeholders would be important for this purchase decision
- First of all, focus on building their confidence by sharing examples, case studies etc.

DONT's

- Avoid getting into storytelling mode, especially when they ask specific questions
- Don't rely on relationship building even if they act pleasantly
- Don't be very accepting if that is your natural style, stay firm

👉 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 Boyd, 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 Boyd is

- *Low-risk, adoption by others are very important to them, followed by confidence in ROI.*

Will you ever get a clear answer from Boyd

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

Insights For Deal Planning

How Fast (Or Slow) Will Boyd Move?

- *They do not like to rush and therefore can be quite slow in their decision-making.*

Can Boyd Take Some Risk Or Not?

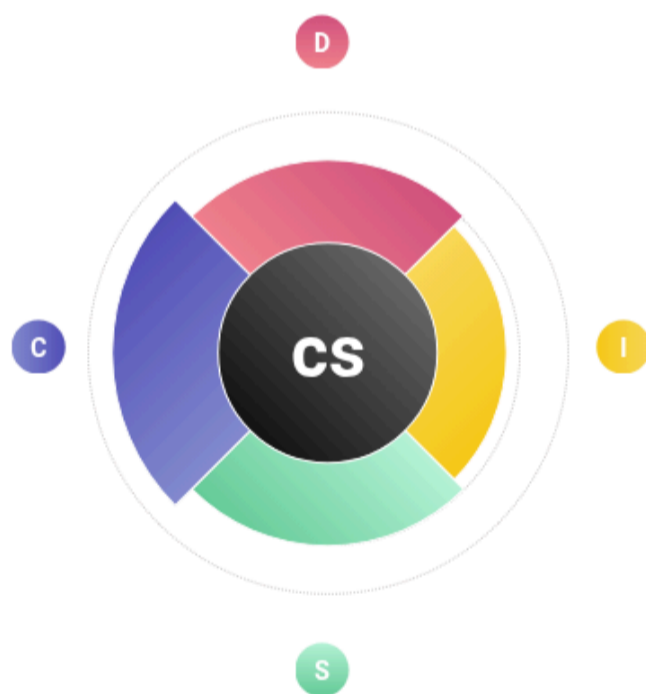
- *They have little risk-appetite and prefer to take measured decisions.*

You And Boyd

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Boyd'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.