



BRAD WILSON

Galvanizer
DISC Type : Id

Delivery Assurance Lead at Enterprise Outcomes, Inc.
Beaumont-Port Arthur Area, United States

Overview

Brad has no verified overview

Personality Overview

People-Oriented **Self-Assured** **Trusting**

They will fight for you if they come to believe in you. They prefer to ensure that they are in control of the situation. They are more likely to accept new and exciting technologies.

Topics They Care About

Brad has no verified topics they care about

Media Appearances

Brad has no verified media appearances

Work History

- 9-2016
Delivery Assurance Lead at Enterprise Outcomes, Inc.
- 6-2006 - 2-2016
ERP Project Manager at United States Steel Corporation
- 8-1982 - 5-2006
at United States Steel Corporation

Education

- 1977 - 1982
BSIE from Lamar University

More Information

Social Presence :



Prographics :

Exp : 43 Location : **Beaumont-Port Arthur Area, United States** Job Level : **Senior**

Designation : **Delivery Assurance Lead at Enterprise Outcomes, Inc.**

Insights For Selling To Brad

👉 During A Call Or A Meeting

DO's

- Help them weigh the risks by sharing how others made similar decisions
- Talk about other customers and how they have derived value from your product
- Use words like 'partner', 'together', 'impact' etc.

DONT's

- Do not look like someone who doesn't know what they are talking about
- Don't rely too much on what they promise, make your own deductions
- Don't hesitate from asking questions, but take a friendly and warm approach

👉 When Cold Calling

Insights

Pattern Interrupt: Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

Pace: Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

Tone: Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

Tactics To Win: Giving social proof, personal rapport, usage of superlatives, repeating their name.

Mistakes To Avoid: Information overload, use of negations

Making The Ask: Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

Subconscious Driver: They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

Script

Greeting: Hey Brad, [user_fname] here at [user_companynamewithfirsttwowords] calling you this morning/evening!

Opener: Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

Introduction: We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

Ask: Brad, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

Close: So morning at around [time] next [tuesday], shall we say? And is it [prospect_email]? Don't want to get that wrong you know!

👉 When Writing An Email

Subject: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

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

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Brad is

- *Relationship and product conviction matter equally, followed by a sense of achievement.*

Will you ever get a clear answer from Brad

- *If they are not convinced, they will say no though in a friendly way.*

Insights For Deal Planning

How Fast (Or Slow) Will Brad Move?

- *They can reach decisions quickly if they develop trust and confidence in the product.*

Can Brad Take Some Risk Or Not?

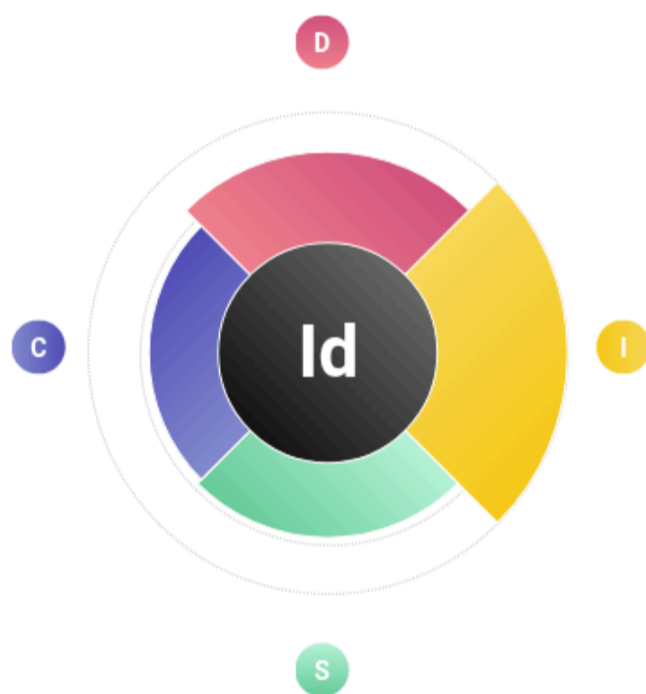
- *If necessary, they will be ready to take risks.*

You And Brad

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Brad's Key Traits



INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.

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.