



BRADY W. HARRIS

Evaluator
DISC Type : scd

Territory Manager at SageGlass
Henderson, Nevada, United States

Overview

Brady has no verified overview

👉 Personality Overview

Quality Focused Hard To Convince Fast But Analytical

They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical. They are not very likely to become strong advocates of your product or service. They focus on the results, but can still be quite procedural and analytical about how to get there.

👉 Topics They Care About

Brady has no verified topics they care about

Media Appearances

Brady has no verified media appearances

Work History

- 8-2024
Territory Manager at SageGlass
- 5-2022 - 8-2024
Project Development Specialist at Halio, Inc.
- 1-2019 - 6-2020
Project Manager at View, Inc

Education

- 1989 - 1991
Accounting and Business/Management from Delaware Technical Community College

More Information

Social Presence :



Prographics :

Exp : 5 Location : **Henderson, Nevada, United States** Job Level : **Middle** Designation : **Territory Manager at SageGlass**

Insights For Selling To Brady W.

👉 During A Call Or A Meeting

DO's

- Keep a professional, business-like approach; especially if you tend to get informal quickly
- Help them weigh the risks by sharing objective proof points instead of anecdotes and examples
- Showcase how you can impact results but also make sure that you share detailed information too

DONT's

- Avoid inviting them for any social interactions until you have built some rapport with them
- Avoid self-deprecating references or general informality, it could decrease their trust in you
- Don't focus on relationship, focus purely on the merit of your product

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Brady W., how are you? This is [user_fname] at [user_companynamefirsttwowords].

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

Ask: Brady W., companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 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 Brady W. is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Brady W.

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

Insights For Deal Planning

How Fast (Or Slow) Will Brady W. Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Brady W. Take Some Risk Or Not?

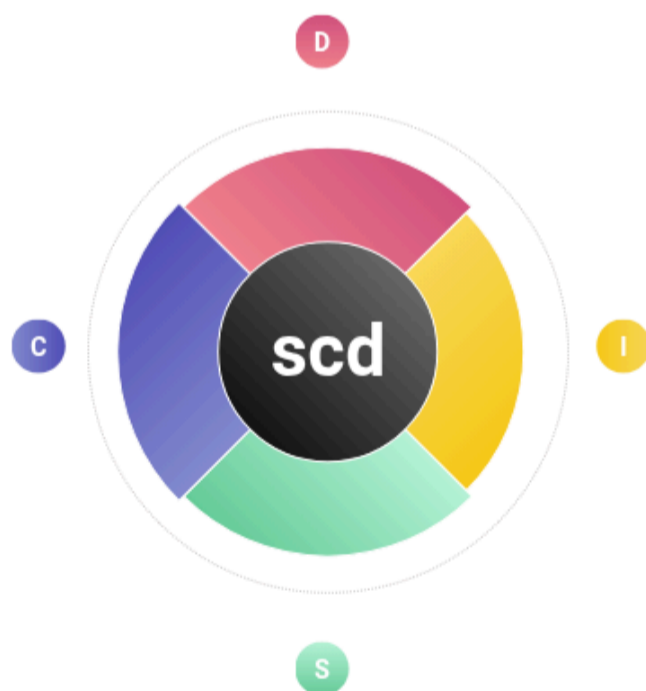
- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

You And Brady W.

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Brady W.'s Key Traits



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.

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.

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.