



BRIAN CRAIG

Organizer
DISC Type : Sd

Senior Director of Global Supply Chain at Danaher Corporation
Vonore, Tennessee, United States

Overview

Brian has no verified overview

👉 Personality Overview

Trusting Of Others Somewhat Formal Slow Starter

Reading between the lines and seeing beyond your words comes naturally to them. They exhibit a rare combination of being result-oriented but patient at the same time. They are very professional in their approach and can weigh multiple perspectives together.

👉 Topics They Care About

Brian has no verified topics they care about

Media Appearances

Brian has no verified media appearances

Work History

- 1-2024
Senior Director of Global Supply Chain at Danaher Corporation
- 7-2021 - 1-2024
Vice President of Supply Chain at Danaher Corporation
- 7-2021 - 1-2026
Vice President Supply Chain at Pall Corporation
- 7-2020 - 7-2021
Senior Director, Global Supply Chain (Thermo Fisher divestiture) at EpreDia
- 5-2018 - 7-2020
Director, Global Supply Chain at Thermo Fisher Scientific

Education

- 1996 - 2001
Bachelors from Mercer University
- 2002 - 2006
MBA from Georgia College & State University

More Information

Social Presence :



Prographics :

Exp : 8 Location : **Vonore, Tennessee, United States** Job Level : **Senior**

Designation : **Senior Director of Global Supply Chain at Danaher Corporation**

Insights For Selling To Brian

👉 During A Call Or A Meeting

DO's

- Stick to your standard pitch and qualifying script, don't try to wing it
- Use phrases like 'your team deserves', 'best in class' etc.
- During followups, use phone or text if needed, they should be fine

DONT's

- Don't go over them unless you are left with no other option
- Don't get into pricing discussions early on, steer conversation towards proven results
- Avoid putting conscious effort into relationship-building

👉 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 Brian, 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: Brian, 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: To the point, formal

Example: Personalized sales funnel', 'Sales conversion' etc.

Salutation: No

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

Greeting: No

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

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Formally state your ask

Example: Something like 'If you are available tomorrow, shall we discuss this?'

Complimentary Close: None or standard

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

Tone of Words: Confident with a formal touch

Overall Messaging: Focused on output

Length of Mail: Short

Example: Maximum upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Brian is

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Brian

- *They will say no if they are not convinced but you will have to prompt them.*

Insights For Deal Planning

How Fast (Or Slow) Will Brian Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Brian Take Some Risk Or Not?

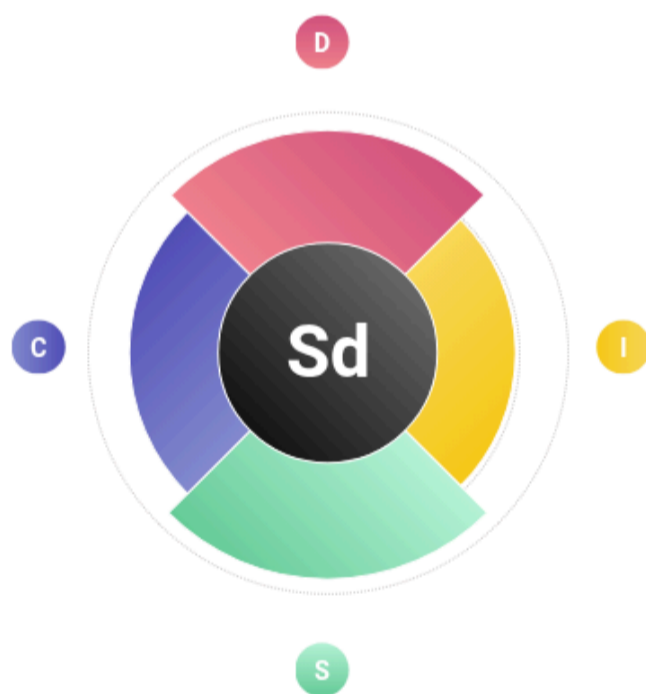
- *They have good risk tolerance but are likely to think it through once or twice.*

You And Brian

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Brian'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.

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.