



## BRIAN RASPERGER

**Enthusiast**  
DISC Type : i

**Vice President Transportation at Southwire Company**  
Newnan, Georgia, United States

### Overview

Brian has no verified overview

#### Personality Overview

**Optimistic**

**Amiable & Agreeable**

**Consensus Focused**

They are generally friendly, so be careful when relying on their word. Unlike D or C types, they are convinced more by stories and testimonials. They prefer to build relationships rather than staying totally transactional.

#### Topics They Care About

Brian has no verified topics they care about

### Media Appearances

Brian has no verified media appearances

### Work History

- 6-2025  
Vice President Transportation at Southwire Company
- 7-2019 - 6-2025  
Director Of Transportation at Southwire Company
- 12-2015 - 7-2019  
Category Manager Transportation at Novelis
- 11-2012 - 12-2015  
Territory Logistics Manager at Novelis
- 5-2012 - 11-2012  
Transportation Manager at Zep Inc.

### Education

- Bachelors of Science from Clayton State University

## More Information

Social Presence :



Prographics :

Exp : **32** Location : **Newnan, Georgia, United States** Job Level : **Senior**

Designation : **Vice President Transportation at Southwire Company**

## Insights For Selling To Brian

### 👉 During A Call Or A Meeting

#### DO's

- Compliment them about their personality if you get a chance
- Speak from experience about success that the product has seen with other customers
- Give them the opportunity to lead the conversation where possible

#### DONT's

- Don't be excessively objective, be like a storyteller with them
- Don't push them for a direct 'no', take lack of 'yes' as 'no' after some time
- Don't be critical or challenge them openly, they can react defensively

## 👉 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 Brian, [user\_fname] here at [user\_companynamewordstwowords] 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:** Brian, 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:** Personalized, catchy

*Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.*

**Salutation:** Yes (Something casual)

*Example: Use 'Hi', 'Hey' etc. (along with the first name)*

**Greeting:** Yes (Say something interesting/unusual)

*Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Build excitement

*Example: Something like 'So John, lets get the ball rolling?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Excited!', 'To a great partnership!' etc.*

**Tone of Words:** Friendly, first-person

**Overall Messaging:** Focused on the person and relationship

**Length of Mail:** Long

*Example: Maximum upto 150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Brian is

- *Relationship and rapport are valuable for them, but so is proven product value.*

Will you ever get a clear answer from Brian

- *They will hardly ever say a direct no.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Brian Move?

- *Even when they are constantly engaged, they do not reach decisions quickly.*

Can Brian Take Some Risk Or Not?

- *They can take some low-probability risks if needed.*

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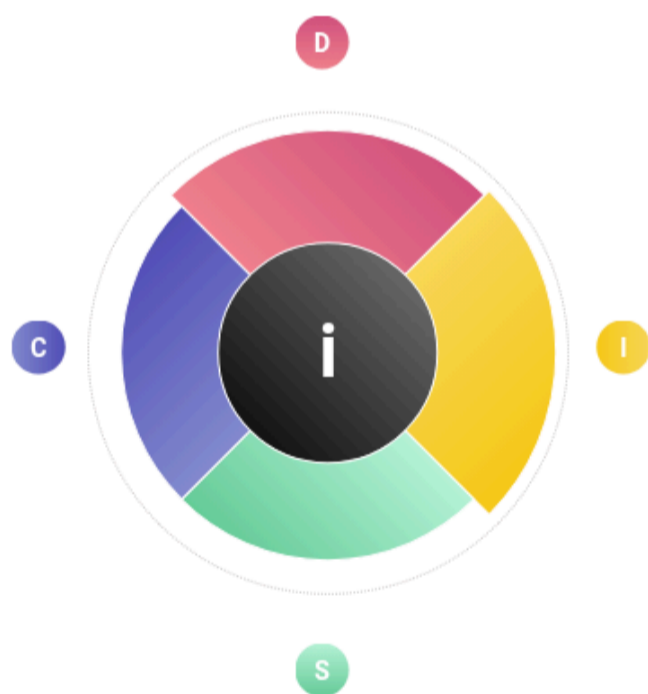
## You And Brian

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Brian'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.