



BRIAN STRINGHAM

Questioner
DISC Type : c

SVP, Corp. Asst. Controller - Director of External Financial Reporting at Zions Bancorporation
Salt Lake City, Utah, United States

Overview

Brian has no verified overview

👉 Personality Overview

Value Seeker Systematic Not Easily Convinced

They prefer to analyze every situation thoroughly. They are more likely than others to negotiate on pricing and terms. They generally do not appreciate an overfriendly approach and prefer to stay to-the-point.

👉 Topics They Care About

Brian has no verified topics they care about

Media Appearances

Brian has no verified media appearances

Work History

- 4-2023
SVP, Corp. Asst. Controller - Director of External Financial Reporting at Zions Bancorporation
- 10-2020 - 4-2023
SVP, Corporate Asst. Controller-SEC Reporting & Acctg. Policy at Zions Bancorporation
- 9-2010 - 10-2020
SVP, Corporate Assistant Controller-Loan Accounting at Zions Bancorporation
- Senior Auditor at Ernst & Young

Education

- 1996 - 1999
Accounting from Brigham Young University
- 1992 - 1994
General Education from Brigham Young University - Idaho

More Information

Social Presence :





Prographics :

Exp : **15** Location : **Salt Lake City, Utah, United States** Job Level : **Leadership**

Designation : **SVP, Corp. Asst. Controller - Director of External Financial Reporting at Zions Bancorporation**

Insights For Selling To Brian

👉 During A Call Or A Meeting

DO's

- Emphasize on objective proof of ROI, help them do a thorough evaluation
- Back up any claims with data and numbers
- Emphasise more on facts and measurable benefits

DONT's

- Don't depend too much on anecdotal evidence, it reduces their confidence
- Avoid rushing them, be polite and patient
- Avoid phrases like 'do not worry about', 'no one compares to' etc.

👉 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 Brian, 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: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

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

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

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

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Brian is

- *Confidence that the product provides ROI, effective pricing and process adherence matter the most to them.*

Will you ever get a clear answer from Brian

- *It doesn't come naturally to them but they can say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Brian Move?

- *They can move at a reasonable pace while making their decisions if they have the necessary information.*

Can Brian Take Some Risk Or Not?

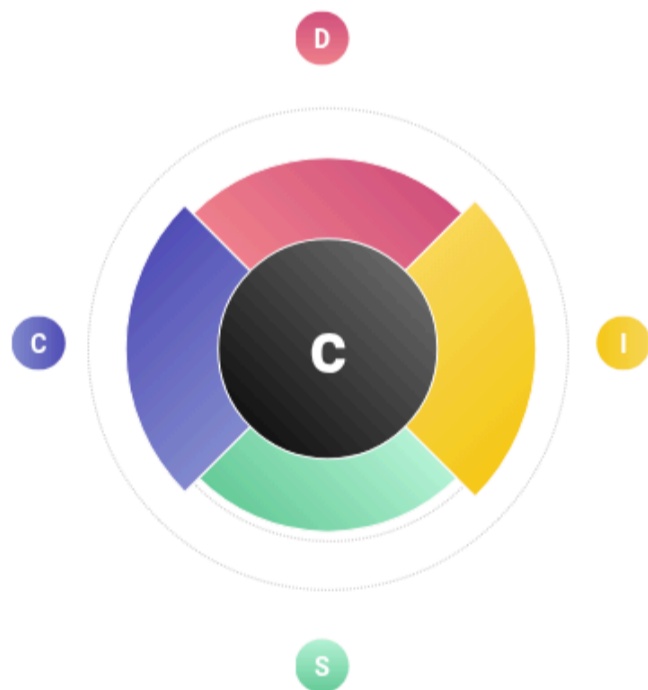
- *They can take risk if they are convinced that they have analyzed the circumstances well.*

You And Brian

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Brian'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.