



# BRUCE SLOAN

**Questioner**  
DISC Type : c

**Senior Information Technology Project Manager at Self-employed**  
City of Cape Town, Western Cape, South Africa

## Overview

Bruce has no verified overview

### 👤 Personality Overview

**Cautious & Analytical**      **Systematic**      **Value Seeker**

They prefer to do thorough analysis of any situation. While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. It is quite likely of them to ask for pricing or other concessions.

### 👤 Topics They Care About

Bruce has no verified topics they care about

## Media Appearances

Bruce has no verified media appearances

## Work History

- 10-2024  
Senior Information Technology Project Manager at Self-employed
- 4-2024 - 3-2025  
Deployment Project Manager at Infocare Healthcare
- 10-2023 - 3-2024  
Senior Information Technology Project Manager at Sanlam Collective Investments
- 10-2021 - 9-2023  
Senior Project Manager at Infocare Healthcare
- 2-2020 - 9-2021  
Senior Project Manager at Old Mutual South Africa

## Education

- 1987 - 1989  
Bachelor of Commerce (B.Comm) (HONS) Degree from University of Cape Town
- 1977 - 1979  
Bachelor of Social Science (B.Soc.Sc.) from University of Cape Town

## More Information

Social Presence :



Prographics :

Exp : **21** Location : **City of Cape Town, Western Cape, South Africa** Job Level : **Middle**

Designation : **Senior Information Technology Project Manager at Self-employed**

## Insights For Selling To Bruce

### 👉 During A Call Or A Meeting

#### DO's

- Keep some extra margin in hand as they will likely negotiate the pricing
- Back up any claims with data and numbers
- Emphasize on objective proof of ROI, help them do a thorough evaluation

#### DONT's

- Don't overhype the product/pitch, keep it measured
- Avoid rushing them, be polite and patient
- Don't depend too much on anecdotal evidence, it reduces their confidence

## 👉 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 Bruce, 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 Bruce is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Bruce

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

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## Insights For Deal Planning

How Fast (Or Slow) Will Bruce Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Bruce Take Some Risk Or Not?

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

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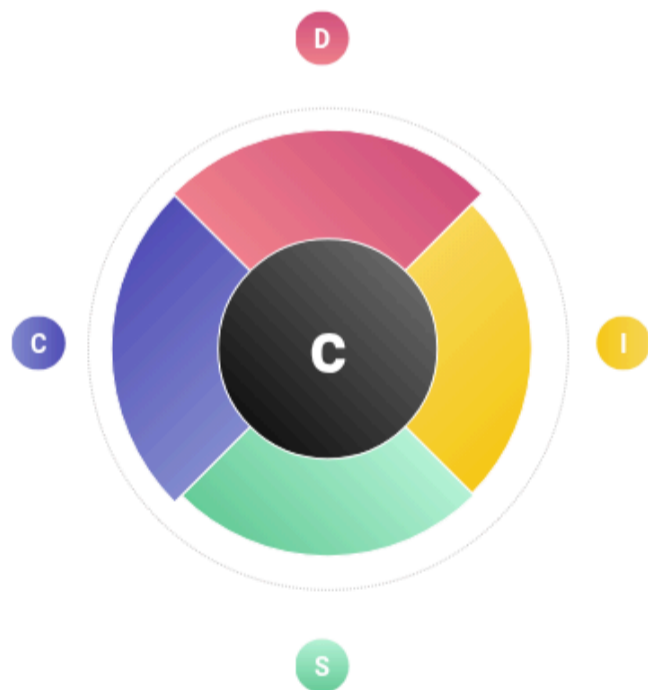
## You And Bruce

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Bruce'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.