



## CASEY MOORE

**Inspirer**  
DISC Type : id

**Project Manager at MRI**  
Houston, Texas, United States

### Overview

Casey has no verified overview

#### Personality Overview

Charming & Persuasive      Confident & Optimistic      Generous

They don't mind taking a stand if they believe in something. They measure a product on its merit but can be influenced by strong testimonials. They usually prefer to drive the conversation.

#### Topics They Care About

Casey has no verified topics they care about

### Media Appearances

Casey has no verified media appearances

### Work History

- 11-2020  
Project Manager at MRI
- 4-2019 - 11-2020  
Project Engineer at Worley
- 7-2011 - 4-2019  
Project/Test Engineer at Jacobs
- 5-2008 - 8-2008  
Test Engineer at Jacobs Technology

### Education

- 5-2009 - 5-2011  
Master of Engineering - MEng from Embry-Riddle Aeronautical University
- 2009 - 2011  
Master's degree from Embry-Riddle Aeronautical University

### More Information

Social Presence :



## Prographics :

Exp : 15 Location : **Houston, Texas, United States** Job Level : **Middle** Designation : **Project Manager at MRI**

# Insights For Selling To Casey

## 👉 During A Call Or A Meeting

### DO's

- Clearly address the competitive aspects
- Look like someone who is on top of their game
- Acknowledge their status and position during the conversation

### DONT's

- Don't be very informal even if they are being so themselves
- Avoid focusing only on the product or its ROI, keep building trust subtly
- Don't be too verbose or overly friendly; a little bit, however, is fine

## 👉 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 Casey, [user\_fname] here at [user\_companynamewithfirsttwowords] 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:** Casey, 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:** Exciting, direct

*Example: John, quantum jump', 'Is it game over?' etc.*

**Salutation:** No

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

**Greeting:** No (Or say something unique)

*Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'*

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Informally state your ask

*Example: Something like 'John, if you are on, let's finalize tomorrow?'*

**Complimentary Close:** Unique, casual

*Example: Something like 'Looking forward!', 'To new beginnings!' etc.*

**Tone of Words:** Informal, direct

**Overall Messaging:** Focused on personal achievement

**Length of Mail:** Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Casey is

- *Confidence in the product's value is critical, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Casey

- *They will not hesitate to say no if they do not develop conviction.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Casey Move?

- *They can take fast decisions if they develop conviction in the product and find you trustworthy.*

Can Casey Take Some Risk Or Not?

- *They have the capability of taking risky decisions if necessary.*

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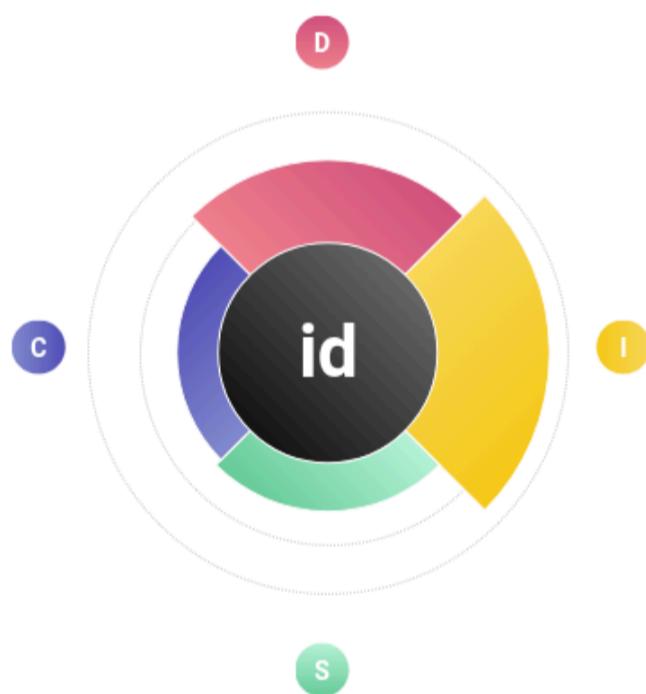
## You And Casey

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Casey'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.

### 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.