



CHARLES FARIRAYI

Trailblazer
DISC Type : DI

Vice President at The Daraja Impact Hub Inc.
Johannesburg, Gauteng, South Africa

Overview

Charles has no verified overview

👉 Personality Overview

Assertive Charismatic Persuasive

They like to keep things under control. They are charming and have the ability to align others behind their decisions. They do not mind taking risks and can make hard decisions, if necessary.

👉 Topics They Care About

Charles has no verified topics they care about

Media Appearances

Charles has no verified media appearances

Work History

- 1-2025
Vice President at The Daraja Impact Hub Inc.
- 11-2024
Research Associate at Wits Business School
- 8-2024
Head of Technology at Africa Medical Supplies Platform
- 8-2019 - 8-2024
System Development Manager at Cassava Technologies
- 8-2018 - 8-2019
Senior Systems Engineer at Liquid Telecom

Education

- Computer Science and Information Systems from Rhodes University
- Information Systems from University of South Africa/Universiteit van Suid-Afrika

More Information

Social Presence :



Prographics :

Exp : **10** Location : **Johannesburg, Gauteng, South Africa** Job Level : **Senior**

Designation : **Vice President at The Daraja Impact Hub Inc.**

Insights For Selling To Charles

👉 During A Call Or A Meeting

DO's

- Talk about yourself and some of your achievements at the start of the conversation
- Help them visualize the impact of their decision
- Keep your pitch focused on the impact but nurture the relationship too

DONT's

- Do not look like someone who doesn't know what they are talking about
- Avoid unnecessary negativity or slowness
- Don't hesitate from asking them how they truly feel about your product

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Charles, this is [user_fname] at [user_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 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 Charles is

- *Relationship and product conviction matter equally, followed by a sense of achievement.*

Will you ever get a clear answer from Charles

- *If they are not convinced, they will say no albeit in a friendly manner.*

Insights For Deal Planning

How Fast (Or Slow) Will Charles Move?

- *If you earn their trust and they develop faith in the product, they can make decisions quickly.*

Can Charles Take Some Risk Or Not?

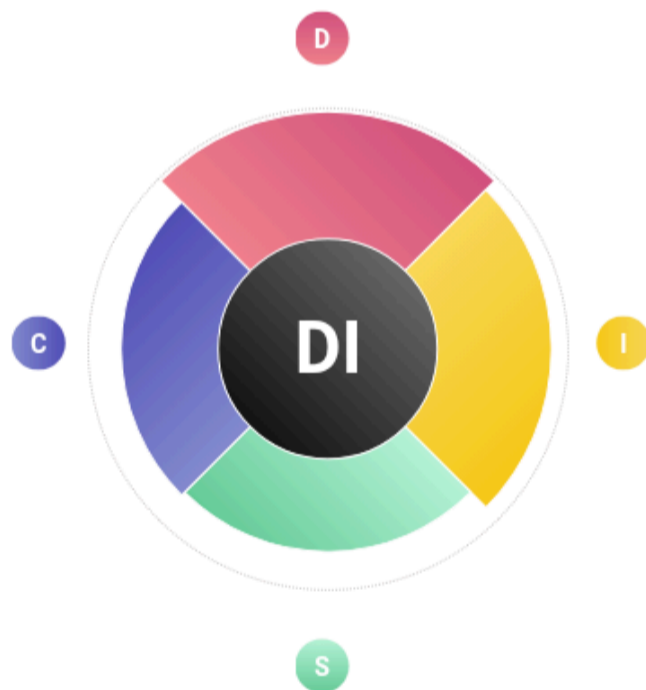
- *They can take risks if necessary.*

You And Charles

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Charles's Key Traits



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.

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.