



## CHARLES GRAY

**Inspirer**  
DISC Type : di

**National Sales Director at De La Calle Tepache**  
Denver, Colorado, United States

### Overview

Charles has no verified overview

#### Personality Overview

**Fast Adopter**   **Decisive**   **Generous**

They respond well to objective pitches but also attach some value to relationships. They usually prefer to drive the conversation. They measure a product on its merit but can be influenced by strong testimonials.

#### Topics They Care About

Charles has no verified topics they care about

### Media Appearances

Charles has no verified media appearances

### Work History

- 5-2025  
National Sales Director at De La Calle Tepache
- 11-2024 - 6-2025  
Director Of Sales - East and Central at De La Calle Tepache
- 11-2022 - 11-2024  
Director Of Sales East at Swoon
- 5-2022 - 11-2022  
Manager of Key Accounts East at Shaka Tea
- 2-2022 - 5-2022  
Regional Sales and Key Accounts Manager at Shaka Tea

### Education

- Bachelor of Science - BS from Coastal Carolina University
- Bachelor of Business Administration - BBA from Coastal Carolina University

## More Information

Social Presence :



Prographics :

Exp : 9 Location : **Denver, Colorado, United States** Job Level : **Mid-senior**

Designation : **National Sales Director at De La Calle Tepache**

## Insights For Selling To Charles

### 👉 During A Call Or A Meeting

#### DO's

- Keep your pitch focused on the impact but insert some anecdotes into it
- Focus on the big picture and the strategic value of your product
- Acknowledge their status and position during the conversation

#### DONT's

- Don't be unorganized, be prepared for the pitch
- Avoid focusing only on the product or its ROI, keep building trust subtly
- Don't keep repeating the same information, it could make them impatient

## 👉 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

- *Product value plays a big role, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Charles

- *If they do not firmly believe in you, they will refuse without hesitation.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Charles Move?

- *If they develop confidence in your product and you, then they can make fast decisions.*

Can Charles Take Some Risk Or Not?

- *If necessary, they have the ability to take risky decisions.*

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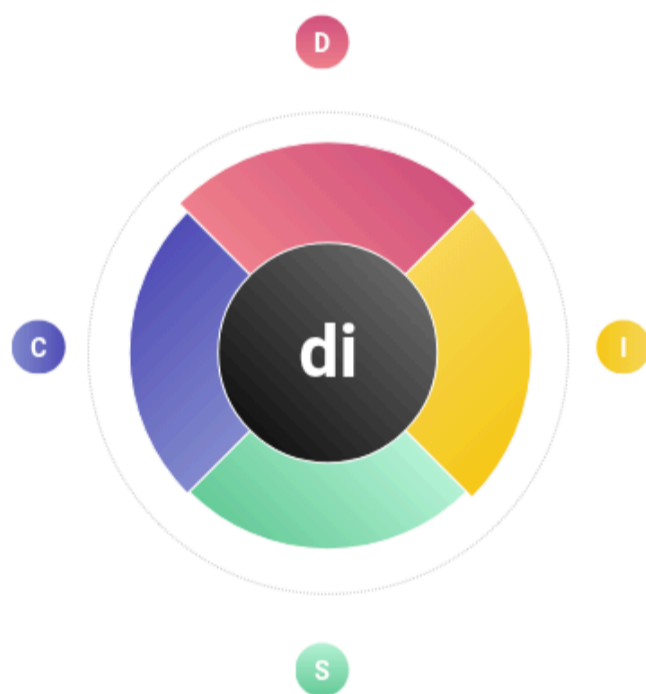
## You And Charles

### Personality Compatibility

Not enough data to show compatibility comparison

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## 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.