



CHARLES SILVER

Galvanizer
DISC Type : Id

Development Director at Scottsdale Community College
Scottsdale, Arizona, United States

Overview

Charles has no verified overview

Personality Overview

Self-Assured **People-Oriented** **Pragmatic**

They prefer to ensure that they are in control of the situation. If they come to believe in your value proposition, they will be your champion. A combination of speed and relationship gets the best response from them.

Topics They Care About

Charles has no verified topics they care about

Media Appearances

Charles has no verified media appearances

Work History

- 5-2013
Development Director at Scottsdale Community College
- 6-2011 - 8-2012
Associate Director of Development at Arizona State University
- 3-2009 - 6-2011
Associate Director of Development and Alumni Relations at Arizona State University
- 6-2007 - 3-2009
Associate Director of Corporate and Foundation Relations at Arizona State University
- 12-2003 - 6-2007

Education

- 1986 - 1992
M.A. and B.A. from San Diego State University
- 1992 - 2000
A.B.D. from Arizona State University

Annual Campaign Director at Boys & Girls Clubs of Greater Scottsdale

More Information

Social Presence :



Prographics :

Exp : **32** Location : **Scottsdale, Arizona, United States** Job Level : **Mid-senior**

Designation : **Development Director at Scottsdale Community College**

Insights For Selling To Charles

👉 During A Call Or A Meeting

DO's

- Appeal to their sense of self-worth and how they will impact their organization
- Find ways to push them a little if they don't start giving a clear yes or no in due course
- Talk about some of the cool and impressive features of your product

DONT's

- Don't rely too much on what they promise, make your own deductions
- Do not look like someone who doesn't know what they are talking about
- Don't make promises that are hard to keep

👉 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 Charles, [user_fname] here at [user_companynamewordstwowords] 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: Charles, 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 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 though in a friendly way.*

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?

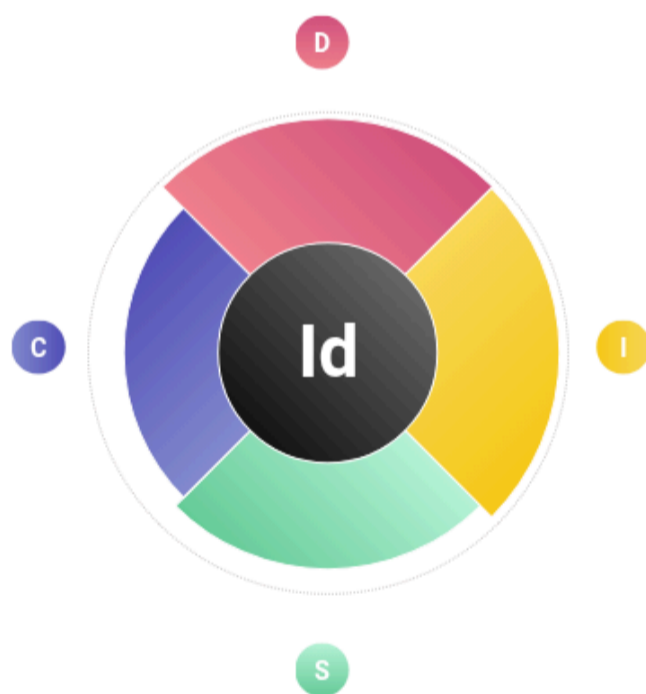
- *If necessary, they will be ready to take risks.*

You And Charles

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Charles'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.