



# CHARLIE WRIGHT

**Activist**  
DISC Type : Cd

**Executive Chair and Board Chair at Prahsys**  
Oklahoma City Metropolitan Area, United States

## Overview

Charlie has no verified overview

### Personality Overview

**Meticulous**      **Logical And Quick**      **Perfectionist**

They focus on objectivity in a pitch and pay little attention to bells and whistles. They can be nudged to make faster decisions by offering what they value. They care equally about the product and its potential impact.

### Topics They Care About

Charlie has no verified topics they care about

## Media Appearances

Charlie has no verified media appearances

## Work History

- 7-2025  
Executive Chair and Board Chair at Prahsys
- 2-2019  
Chief Risk Officer at Jack Henry & Associates
- 1-2017 - 2-2019  
Director, Enterprise Risk Solutions at BKD CPAs & Advisors
- 2-2016 - 1-2017  
Founder and CEO at Wright Audit and Risk Management, LLC
- 2-2005 - 4-2016  
Vice President, Internal Audit at Devon Energy

## Education

- 1987 - 1989  
MBA from The University of Tulsa
- 8-1980 - 5-1985  
Bachelor of Applied Science - BASc from Oklahoma State University

## More Information

Social Presence :



Prographics :

Exp : **21** Location : **Oklahoma City Metropolitan Area, United States** Job Level : **N/A**

Designation : **Executive Chair and Board Chair at Prahsys**

## Insights For Selling To Charlie

### 👉 During A Call Or A Meeting

#### DO's

- Ask them questions confidently while doing discovery, don't be apologetic
- Stress on the business value that your product offers
- Make sure that you respond to any queries from them quickly

#### DONT's

- Do not give up if they are not convinced, try again with a different approach
- Avoid repeating yourself or making generalizations
- Refrain from asking too many questions

## 👉 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 Charlie, 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:** To the point, measured

*Example: Will this work?', '6.2% revenue impact' etc.*

**Salutation:** No

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

**Greeting:** No

*Example: Skip usual lines like 'I hope you are doing well'*

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Clearly state your ask

*Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'*

**Complimentary Close:** None or standard

*Example: Something simple like 'Thanks', 'Regards', or nothing at all.*

**Tone of Words:** Confident, direct

**Overall Messaging:** Focused on measurable results

**Length of Mail:** Very Short

*Example: Less than 100 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Charlie is

- *Belief in the product plays an important role, followed by objective proof and testimonials.*

Will you ever get a clear answer from Charlie

- *They may hesitate slightly, but if they are not convinced, they will say no.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Charlie Move?

- *They are neither the fastest decision makers nor the slowest.*

Can Charlie Take Some Risk Or Not?

- *They can take risks only after they have analyzed the advantages and disadvantages.*

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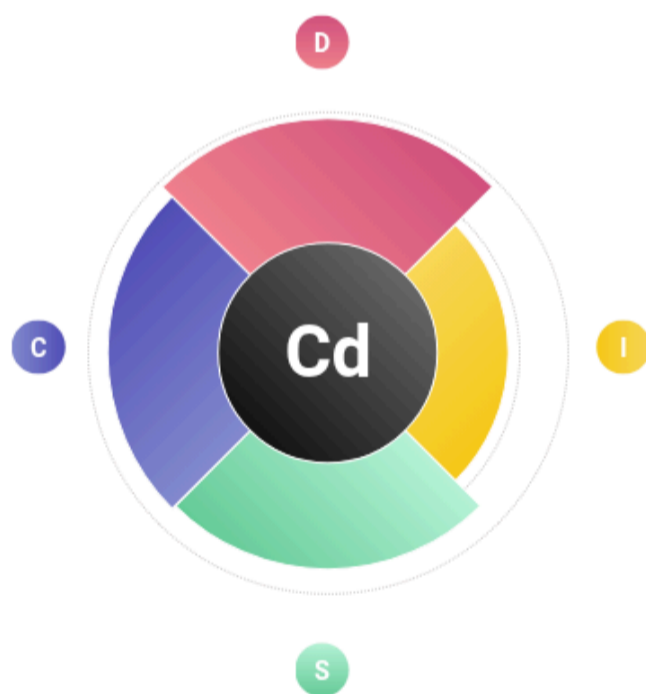
## You And Charlie

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Charlie'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.

### **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.