



# CHRIS MORRISON

**Examiner**  
DISC Type : cs

**Regional Director, Enterprise Central & TOLA at Verkada**  
Austin, Texas, United States

## Overview

Chris has no verified overview

### Personality Overview

**Unexpressive**      **Process Oriented**      **Status Quo Seeker**

They are heavily focused on quality and prefer doing things the right way, even if it takes time. Being observant comes to them naturally. They are thorough and always follow a systematic approach.

### Topics They Care About

Chris has no verified topics they care about

## Media Appearances

Chris has no verified media appearances

## Work History

- 2-2023  
Regional Director, Enterprise Central & TOLA at Verkada
- 5-2022 - 2-2023  
Regional Director, Enterprise Northeast at Verkada
- 11-2021 - 5-2022  
Enterprise Account Executive at Verkada
- 2-2021 - 11-2021  
Regional Manager, Eastern US at Verkada
- 5-2020 - 2-2021  
Sr. Channel Sales Manager, Eastern US Team Lead at Verkada

## Education

- B.S in Business Administration from Saint Michael's College
- MBA from Fox School of Business at Temple University

## More Information

Social Presence :



Prographics :

Exp : **15** Location : **Austin, Texas, United States** Job Level : **Mid-senior**

Designation : **Regional Director, Enterprise Central & TOLA at Verkada**

## Insights For Selling To Chris

### 👉 During A Call Or A Meeting

#### DO's

- Ask them which other stakeholders would be important for this purchase decision
- Spend time addressing concerns around risk and change, they will have them even if they don't express them
- Expect them to be slow and cautious, encourage them to ask more questions

#### DONT's

- Don't rely on relationship building even if they act pleasantly
- Avoid getting into storytelling mode, especially when they ask specific questions
- Don't push them too hard to make fast decisions, give them time

## 👉 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 Chris, 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:** Precise

*Example: Measurable results', '6.2% more sales' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi' (along with the first name)*

**Greeting:** Yes (Say something formal/usual)

*Example: Use standard lines, like 'I hope that you are doing well' etc.*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'*

**Complimentary Close:** Formal

*Example: Something simple like 'Thanks', 'Regards' etc.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on removing doubts

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Chris is

- *Low-risk, adoption by others are very important to them, followed by confidence in ROI.*

Will you ever get a clear answer from Chris

- *They don't say no often, they push out the decisions or keep going around in circles.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Chris Move?

- *They do not like to rush and therefore can be quite slow in their decision-making.*

Can Chris Take Some Risk Or Not?

- *They have little risk-appetite and prefer to take measured decisions.*

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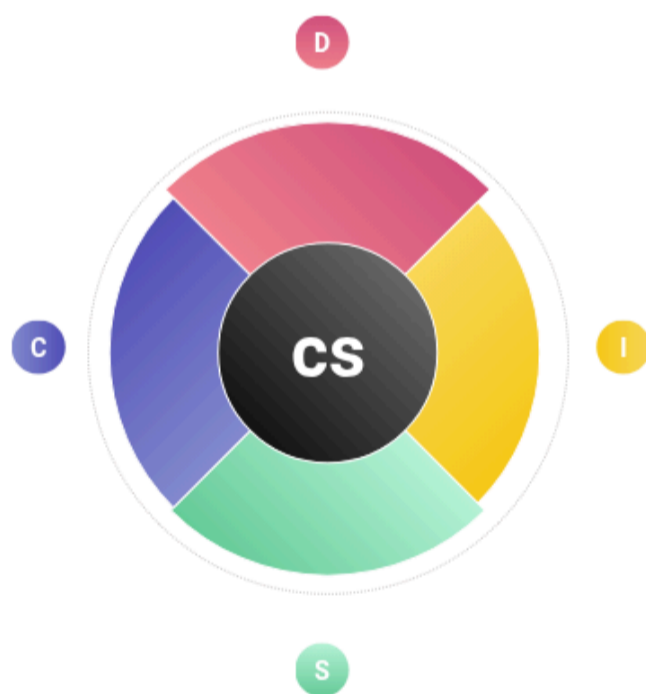
## You And Chris

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Chris'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.

### **STEADINESS**

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.