



# CRYSTAL TERRY

**Inquirer**  
DISC Type : dc

**Senior Branch Manager at Atlantic Union Bank**  
Rocky Mount, Virginia, United States

## Overview

Crystal has no verified overview

### 👉 Personality Overview

**Demanding**   **Judgemental**   **ROI Conscious**

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 respond well to confident salespeople.

### 👉 Topics They Care About

Crystal has no verified topics they care about

## Media Appearances

Crystal has no verified media appearances

## Work History

- 1-2024  
Senior Branch Manager at Atlantic Union Bank
- 5-2016 - 1-2024  
Branch Manager at Atlantic Union Bank
- 6-2014 - 5-2016  
Financial Services Advisor at Atlantic Union Bank
- 9-2005 - 4-2014  
Financial Crimes Investigator 4 at Wells Fargo
- 3-2003 - 6-2007  
Assistant Manager at Cato Corporation

## Education

- 1994 - 1998  
Education details unavailable from Patrick Henry
- 1994 - 1998  
High School from Patrick Henry High School  
Roanoke, Virginia

## More Information

Social Presence :



Prographics :

Exp : **23** Location : **Rocky Mount, Virginia, United States** Job Level : **Middle**

Designation : **Senior Branch Manager at Atlantic Union Bank**

## Insights For Selling To Crystal

### 👉 During A Call Or A Meeting

#### DO's

- Refer to testimonials from others in similar positions
- Be crisp while making the pitch
- Highlight the competitive differentiation of your product

#### DONT's

- Refrain from asking too many questions
- Avoid repeating yourself or making generalizations
- Don't try to be an alpha salesperson, give them equal space

## 👉 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:** Crystal, 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:** 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 Crystal is

- *Confidence in the product plays an important role, followed by powerful testimonials.*

Will you ever get a clear answer from Crystal

- *They might hesitate a little, but they will say no if they are not convinced.*

---

## Insights For Deal Planning

How Fast (Or Slow) Will Crystal Move?

- *Their decision making speed is somewhere in the middle.*

Can Crystal Take Some Risk Or Not?

- *Once they have analyzed the pros and cons, they can take some risks.*

---

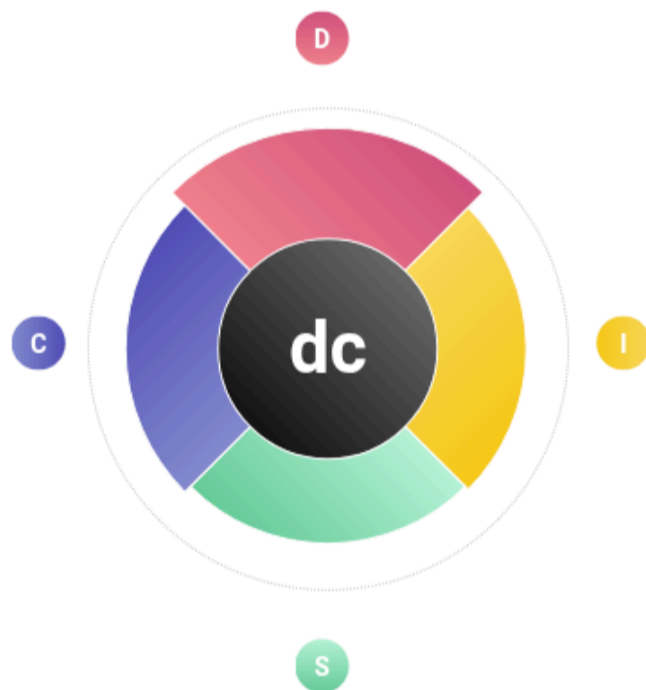
## You And Crystal

### Personality Compatibility

Not enough data to show compatibility comparison

---

## DISC Profile : Crystal'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.

### **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.