



## DAVID AYRES

**Energizer**  
DISC Type : I

**Principal Architect at Nokia Bell Labs**  
New York City Metropolitan Area, United States

### Overview

David has no verified overview

#### Personality Overview

Enthusiastic

Imaginative

Informal

Unlike C or D types, they are vocal with their opinions but not so much with their questions. They are not always early adopters but can be persuaded by leveraging strong relationships. They are people oriented, friendly and like creating new connections.

#### Topics They Care About

David has no verified topics they care about

### Media Appearances

David has no verified media appearances

### Work History

- 6-2021  
Principal Architect at Nokia Bell Labs
- 8-2017 - 6-2021  
Senior R&D Engineer at Nokia Bell Labs
- 2009 - 8-2017  
Infrastructure Management at Nokia (via Randstad)
- 2004 - 8-2017  
Process Tool Management at Nokia (via Randstad)
- 1-2001 - 2004  
MN Critical Field Support at Nokia (via Randstad)

### Education

David has no verified education history

## More Information

Social Presence :



Prographics :

Exp : **33** Location : **New York City Metropolitan Area, United States** Job Level : **Senior**

Designation : **Principal Architect at Nokia Bell Labs**

## Insights For Selling To David

### 👉 During A Call Or A Meeting

#### DO's

- Use adjectives like 'amazing', 'coolest', 'unbelievable' etc.
- Talk anecdotally about the customer experience that your product offers
- Do some small talk, ask them how things are going on their side

#### DONT's

- Avoid cutting into their flow
- Don't push them to make a decision too fast, let them get comfortable first
- Avoid ifs and buts, don't talk too much about the risks etc.

## 👉 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 David, [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:** David, 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:** Personalized, catchy

*Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.*

**Salutation:** Yes (Something casual)

*Example: Use 'Hi', 'Hey' etc. (along with the first name)*

**Greeting:** Yes (Say something interesting/unusual)

*Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Build excitement

*Example: Something like 'So John, lets get the ball rolling?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Excited!', 'To a great partnership!' etc.*

**Tone of Words:** Friendly, first-person

**Overall Messaging:** Focused on the person and relationship

**Length of Mail:** Long

*Example: Maximum upto 150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with David is

- *Relationship and trust can be vital with them, sometimes more than anything else.*

Will you ever get a clear answer from David

- *They are unlikely to say no directly, you have to make that decision yourself.*

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## Insights For Deal Planning

How Fast (Or Slow) Will David Move?

- *They are not the fastest decision makers, their friendly approach can give false positive signals.*

Can David Take Some Risk Or Not?

- *They may take certain risks that they deem unlikely of personal repercussions.*

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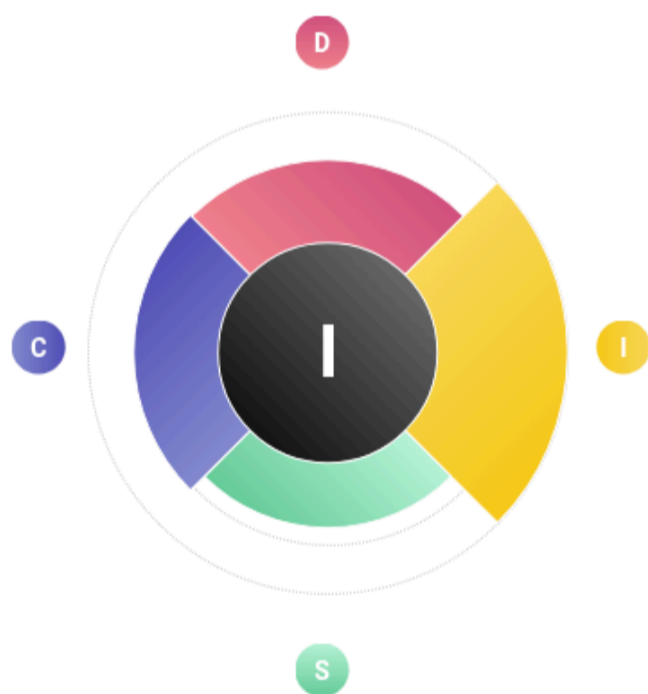
## You And David

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : David'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.