



## DEBRA STUART

**Enthusiast**

DISC Type : i

**Segment Account Sales Director - Public Sector at Apex Systems**

Reston, Virginia, United States

### Overview

As Segment Account Sales Director at Apex Systems, Debra specializes in the public sector, leveraging a robust sales career built entirely within the company. She applies expertise gained from her Bachelor of Business Administration at James Madison University to deliver high-value technology solutions to government clients.

Debra is actively engaged with the cybersecurity community, attending events like the Rocky Mountain Cyber Symposium to connect with leaders and innovators. She is passionate about collaborative efforts to strengthen national cyber defenses and follows industry leaders like Microsoft and Accenture.

She has demonstrated remarkable career loyalty and growth, advancing from an Account Manager to her current Director-level position within Apex Systems.

### Personality Overview

**Amiable & Agreeable**

**Story Driven**

**Optimistic**

They agree with others often, so exercise caution when relying on their word. Unlike D or C types, they are convinced more by stories and testimonials. They prefer to build relationships rather than staying totally transactional.

### Topics They Care About

#### **Public Sector Tech**

Her role and career progression at Apex Systems are focused on providing technology services and solutions to government clients.

#### **National Cybersecurity**

Attended the Rocky Mountain Cyber Symposium with a stated focus on connecting with leaders to strengthen the nation's cyber defenses.

#### **Career Development**

Showcases significant career progression within a single company and has previously posted about hiring and building teams.

## Enterprise Solutions

Her company provides modern enterprise solutions, and she follows major enterprise technology firms like Microsoft and Accenture.

## Workforce Mobilization

[Predicted] Based on her role at Apex Systems, which specializes in providing a continuum of services including workforce mobilization for clients.



## Media Appearances

Debra has no verified media appearances

## Work History

- 1-2026  
Segment Account Sales Director - Public Sector at Apex Systems
- 10-2023 - 2-2026  
Senior Sales Director - Government Services at Apex Systems
- 9-2021 - 10-2023  
Account Manager - Government Services at Apex Systems
- 5-2021 - 9-2021  
Sales And Marketing Representative at Techtronic Industries - TTI
- 2-2021 - 5-2021  
Event Marketing Specialist at Techtronic Industries - TTI

## Education

- 2017 - 2020  
Bachelor of Business Administration - BBA from James Madison University

## More Information

### Social Presence :



### Prographics :

Exp : 5    Location : **Reston, Virginia, United States**    Job Level : **Mid-senior**

Designation : **Segment Account Sales Director - Public Sector at Apex Systems**

# Insights For Selling To Debra

## 👉 During A Call Or A Meeting

### DO's

- Refer to interesting customer testimonials and stress on great customer experience
- Compliment them about their personality if you get a chance
- Maintain high, positive energy and convey confidence

### DONT's

- Don't be too formal with them, they trust informality more
- Don't ask too many questions in one go, weave them into the flow
- Don't be critical or challenge them openly, they can react defensively

## 👉 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 Debra, [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:** Debra, 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 Debra is

- *Relationship and rapport are valuable for them, but so is proven product value.*

Will you ever get a clear answer from Debra

- *They probably won't say no directly.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Debra Move?

- *They are not the ones to make fast decisions, even while they stay committed.*

Can Debra Take Some Risk Or Not?

- *They can take some low-probability risks if needed.*

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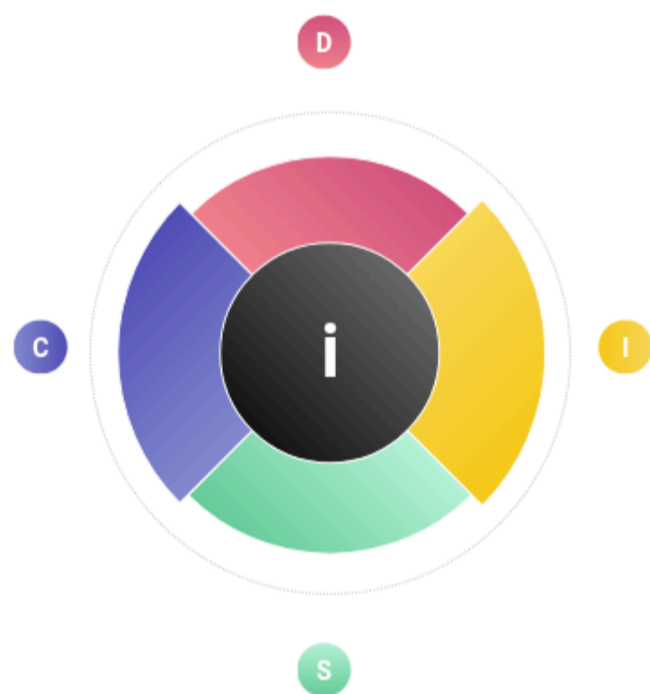
## You And Debra

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Debra'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.