



# DEREK MACHADO

**Critic**  
DISC Type : C

**Paramedic at Southcoast Health**  
Fall River, Massachusetts, United States

## Overview

Derek has no verified overview

### 👉 Personality Overview

Three light blue rounded rectangular boxes containing the following text:

- ROI Driven**
- Objective Thinker**
- Information Seeker**

They choose to analyze logically and value facts to emotions. They like to do things independently and don't look for support from others. Unless the value is proven by data, they are unlikely to value fancy features.

### 👉 Topics They Care About

Derek has no verified topics they care about

## Media Appearances

Derek has no verified media appearances

## Work History

- 2024  
Paramedic at Southcoast Health
- 6-2023  
Paramedic at City of New Bedford
- 10-2020  
Paramedic at South Kingstown EMS IAFF Local 3365
- 9-2020  
Site Medic / Wellness Technician at Amphibious Medics
- 3-2019  
Paramedic at Paramedic Systems, Inc.

## Education

- 6-2023  
Bachelor's degree from Central State University
- 2005 - 2009  
Bachelor of Science (BS) from Roger Williams University

## More Information

Social Presence :



Prographics :

Exp : 17 Location : **Fall River, Massachusetts, United States** Job Level : **N/A** Designation : **Paramedic at Southcoast Health**

## Insights For Selling To Derek

### 👉 During A Call Or A Meeting

#### DO's

- Leverage facts and figures wherever possible; use percentages, numbers etc.
- Be ready to answer many clarity-seeking questions and requests for information
- Be ready for penetrating questions and critical examination of your pitch

#### DONT's

- Make extra effort to not seem pushy or confrontational
- Don't rush them till they have clearly gotten all the necessary information
- Don't give superficial answers, they are easily rattled by them

## 👉 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 Derek, 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:** Objective

*Example: Getting personalization right, '40% increase' etc.*

**Salutation:** Yes (Something usual)

*Example: Use 'Hi' or only the first name*

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make sense, shall we speak tomorrow?'*

**Complimentary Close:** None or formal

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

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on allaying doubts and ROI

**Length of Mail:** Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Derek is

- *Proven ROI, pricing and objective proof points are the factors that sway their decision.*

Will you ever get a clear answer from Derek

- *They are comfortable saying no if they are convinced that it is the correct decision.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Derek Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Derek Take Some Risk Or Not?

- *They can take risks if their analysis shows that it would be worth it.*

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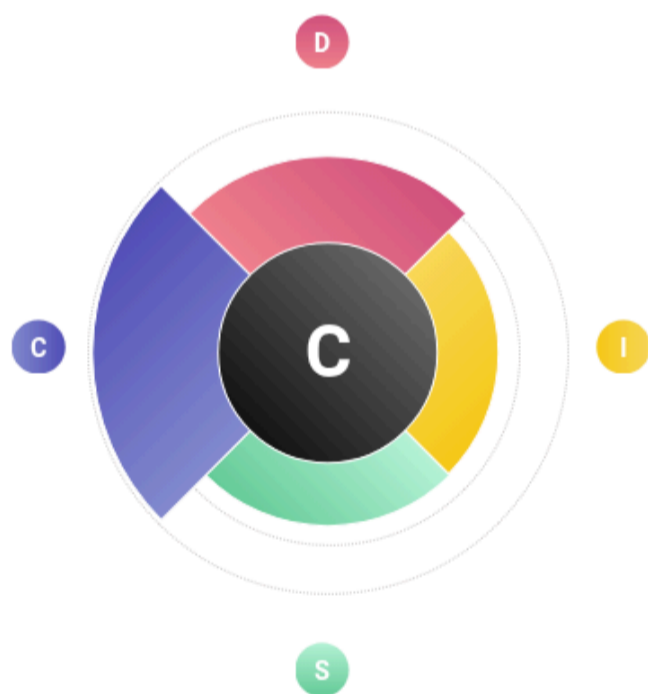
## You And Derek

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Derek'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.