



GENE STOKES

Commander
DISC Type : D

Founder & Owner at AutoCare Anywhere
Plano, Texas, United States

Overview

Gene Stokes is the founder of ACA Financial Strategies, providing fractional CFO services to businesses. He specializes in creating financial clarity and decision support dashboards for companies up to \$20M. He holds both an MBA and an MS from The University of Texas at Dallas and previously managed a \$40M budget at UT Southwestern Medical Center.

As a hands-on entrepreneur, Gene previously launched and operated AutoCare Anywhere, a mobile auto detailing business. This experience gives him a ground-level understanding of the challenges owners face, from strategy and operations to client relations and financial oversight. He maintains an interest in The University of Texas at Dallas.

Before becoming a fractional CFO, Gene built a mobile auto detailing company from scratch.

Personality Overview

Risk-Taker

Impact-Driven

Decisive

They put a lot of effort into ensuring personal success. They are less concerned about the product and more about its potential impact. They prefer to move quickly, and expect the same from others.

Topics They Care About

Financial Visibility

Helps owners move from just knowing their numbers to trusting them for calm, clear decisions, a core theme in his professional content.

Strategic Growth

Advises on tying hiring, pricing, and growth decisions to real margins, ensuring a business's structure can support expansion without creating tension.

Cash Flow Management

Focuses on providing clear cash flow visibility and running 'what if' scenarios to help business owners make informed financial decisions.

Hands-on Entrepreneurship

He has founded and operated two distinct businesses, a financial advisory firm and a mobile auto detailing service, from the ground up.

Simplifying Metrics

Believes that 'more data does not always mean more clarity' and advocates for focusing on a few key numbers to make decisions easier.

Dallas Sports

[Predicted] Based on his location in the Dallas-Fort Worth area, he may have an affinity for local professional sports teams like the Cowboys or Mavericks.



Media Appearances

Gene has no verified media appearances

Work History

- 1-2023
Founder & Owner at AutoCare Anywhere
- 7-2007
Financial Affairs Manager at UT Southwestern Medical Center
- 1-2005 - 7-2007
Sr. Financial Analyst at UT Southwestern Medical Center
- 10-1992 - 12-2004
Systems Analysis / System Administrator at Asel Art Supply, Inc.

Education

- 8-2021 - 12-2023
Master of Science - MS from The University of Texas at Dallas
- 2002 - 2004
Master of Business Administration (M.B.A.) from The University of Texas at Dallas

More Information

Social Presence :



Prographics :

Exp : **33** Location : **Plano, Texas, United States** Job Level : **Leadership**

Designation : **Founder & Owner at AutoCare Anywhere**

Insights For Selling To Gene

👉 During A Call Or A Meeting

DO's

- Hold your ground without indulging in one-upmanship
- When negotiating terms, help them build an impression that they are the ones calling the shots
- Be respectful but crisp

DONT's

- Don't be in a rush to invite them for a social meet and greet
- Don't take too much time in sending them information if they ask for any
- Avoid being too verbose

👉 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: Gene, 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

Example: Personalization', 'Sales conversion' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip 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: Skip 'Warm regards', 'Best wishes' etc., just write your name

Tone of Words: Confident, challenging

Overall Messaging: Focused on results

Length of Mail: Very Short

Example: Less than 75 words

👉 While Negotiating & Closing

The secret to closing fast with Gene is

- *Confidence in impact is paramount to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Gene

- *If they are not convinced, they will have no hesitation in telling you the same.*

Insights For Deal Planning

How Fast (Or Slow) Will Gene Move?

- *If convinced, they can reach decisions quite fast.*

Can Gene Take Some Risk Or Not?

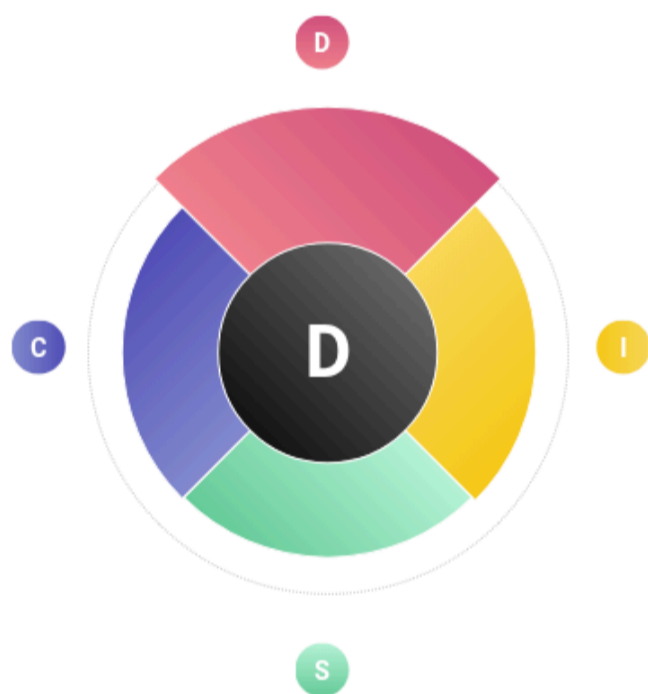
- *They do not shy away from taking risks, but can be quite binary about them.*

You And Gene

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Gene'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.