



# GRAHAM WATSON

**Questioner**  
DISC Type : c

**Project Director at CDA**  
Edinburgh, Scotland, United Kingdom

## Overview

Graham has no verified overview

### 👉 Personality Overview

Value Seeker      Cautious & Analytical      Price-Sensitive

It is quite likely of them to ask for pricing or other concessions. While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. They generally do not appreciate an overfriendly approach and prefer to stay to-the-point.

### 👉 Topics They Care About

Graham has no verified topics they care about

## Media Appearances

Graham has no verified media appearances

## Work History

- 5-1983  
Project Director at CDA
- 5-1983 - 12-2013  
Associate at CDA

## Education

- 1986 - 1988  
HNC from Edinburgh Napier University
- 1983 - 1986  
ONC Construction from Telford College

## More Information

### Social Presence :



### Prographics :

Exp : **42**    Location : **Edinburgh, Scotland, United Kingdom**    Job Level : **Mid-senior**    Designation : **Project Director at CDA**

# Insights For Selling To Graham

## 👉 During A Call Or A Meeting

### DO's

- If you have a lower priced product compared to the competition, call out the same
- Emphasize on objective proof of ROI, help them do a thorough evaluation
- Keep some extra margin in hand as they will likely negotiate the pricing

### DONT's

- Don't depend too much on anecdotal evidence, it reduces their confidence
- Don't overhype the product/pitch, keep it measured
- Don't try to be too friendly or informal with 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 Graham, 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 Graham is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Graham

- *It doesn't come naturally to them but they can say no if they are not convinced.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Graham Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Graham Take Some Risk Or Not?

- *If they believe that they have analyzed the situation well, they can take a little risk.*

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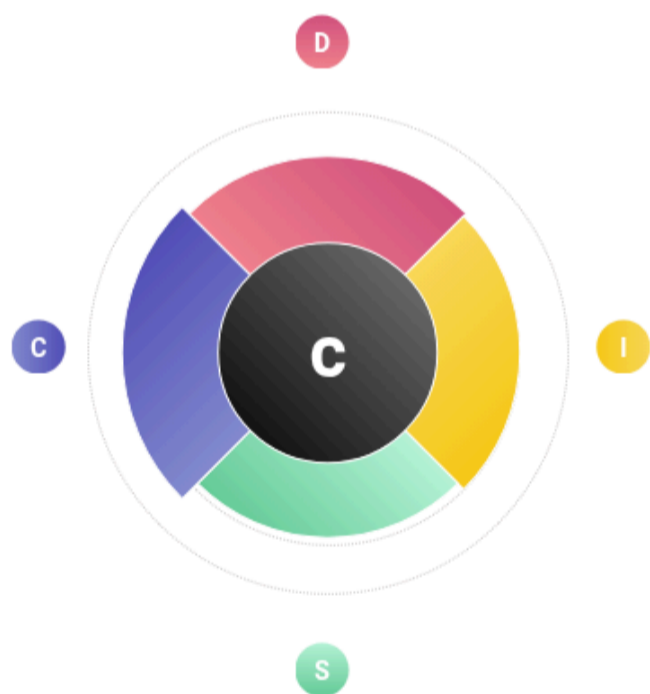
## You And Graham

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Graham'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.