



# GUY SAKO

**Examiner**  
DISC Type : sc

**Owner at Defense Soap**  
Vermilion, Ohio, United States

## Overview

Guy has no verified overview

### 👉 Personality Overview

Overcautious      Tough To Convince      Late Adopter

The only way to convince them is by showing them examples and ample proof. They tend to have clarity about their needs and constraints, and are unlikely to over-promise. They do not like taking risks at all and go for proven options in the end.

### 👉 Topics They Care About

Guy has no verified topics they care about

## Media Appearances

Guy has no verified media appearances

## Work History

- 11-2005  
Owner at Defense Soap
- 6-1990 - 6-2015  
Police Officer at Cleveland Police Department

## Education

- 1985 - 1989  
Social Service from Cleveland State University
- Education details unavailable from Wellington High School

## More Information

### Social Presence :



### Prographics :

Exp : 35    Location : Vermilion, Ohio, United States    Job Level : N/A    Designation : Owner at Defense Soap

# Insights For Selling To Guy

## 👉 During A Call Or A Meeting

### DO's

- Expect them to be vague in response to your questions, ask firmly and pointedly
- First of all, focus on building their confidence by sharing examples, case studies etc.
- Be firm in your communication and stay in control

### DONT's

- Don't use phrases like 'do not worry', 'i promise' etc.
- Don't push them too hard to make fast decisions, give them time
- Don't be very accepting if that is your natural style, stay firm

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

**Pace:** Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

**Tone:** Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

**Tactics To Win:** Use of social proof, FOMO, repeating their name

**Mistakes To Avoid:** Strong words, over-confidence, informal language

**Making The Ask:** Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

**Subconscious Driver:** They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

### Script

**Greeting:** Good morning/evening Guy, how are you? This is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

**Introduction:** My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

**Ask:** Guy, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

**Close:** If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect\_email]?

## 👉 When Writing An Email

**Subject:** Precise

*Example: Measurable results', '6.2% more sales' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi' (along with the first name)*

**Greeting:** Yes (Say something formal/usual)

*Example: Use standard lines, like 'I hope that you are doing well' etc.*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'*

**Complimentary Close:** Formal

*Example: Something simple like 'Thanks', 'Regards' etc.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on removing doubts

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Guy is

- *Adoption by others is very important to them, followed by confidence in ROI.*

Will you ever get a clear answer from Guy

- *They don't say no often, they push out the decisions or keep going around in circles.*

---

## Insights For Deal Planning

How Fast (Or Slow) Will Guy Move?

- *They don't like to hasten, so their speed of decision-making may be slow.*

Can Guy Take Some Risk Or Not?

- *They have little willingness to take risks, and prefer making calculated decisions.*

---

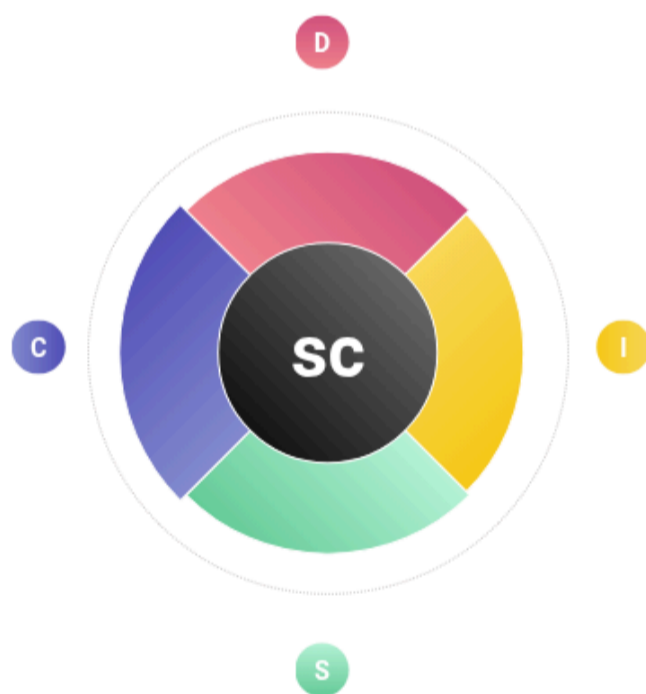
## You And Guy

### Personality Compatibility

Not enough data to show compatibility comparison

---

## DISC Profile : Guy's Key Traits



### STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.

### 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.