



## JASON CALHOUN

**Evaluator**  
DISC Type : SCD

**Managing Director Municipal Business and Technology at World Water Works, Inc.**  
Blacksburg, Virginia, United States

### Overview

Jason has no verified overview

#### Personality Overview

**Hard To Convince**      **Quality Focused**      **Thorough Evaluator**

They focus on the results, but can still be quite procedural and analytical about how to get there. They are not very likely to become strong advocates of your product or service. They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical.

#### Topics They Care About

Jason has no verified topics they care about

### Media Appearances

Jason has no verified media appearances

### Work History

- 5-2023  
Managing Director Municipal Business and Technology at World Water Works, Inc.
- 6-2018 - 6-2023  
President - Chief Technology Officer at Arxtera
- 2-2012 - 6-2023  
Chief Technology Officer-VP of Sales at Nuvoda
- 9-2011 - 2-2012  
Director of Biological Process at Polytec, Inc.
- 1-2004 - 9-2011  
Technical Support Engineer at Novozymes

### Education

- 2005 - 2007  
Master's degree from Virginia Tech
- 1996 - 1999  
Bachelor's degree from West Virginia University

## More Information

Social Presence :



Prographics :

Exp : 22 Location : Blacksburg, Virginia, United States Job Level : Mid-senior

Designation : Managing Director Municipal Business and Technology at World Water Works, Inc.

## Insights For Selling To Jason

### 👉 During A Call Or A Meeting

#### DO's

- Showcase how you can impact results but also make sure that you share detailed information too
- Help them weigh the risks by sharing objective proof points instead of anecdotes and examples
- Keep a professional, business-like approach; especially if you tend to get informal quickly

#### DONT's

- Don't nudge them to do something by using the logic that others have done the same
- Don't focus on relationship, focus purely on the merit of your product
- Avoid inviting them for any social interactions until you have built some rapport with them

## 👉 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 Jason, how are you? This is [user\_fname] at [user\_companynamewithfirsttwowords].

**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:** Jason, 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 Jason is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Jason

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

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## Insights For Deal Planning

How Fast (Or Slow) Will Jason Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Jason Take Some Risk Or Not?

- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

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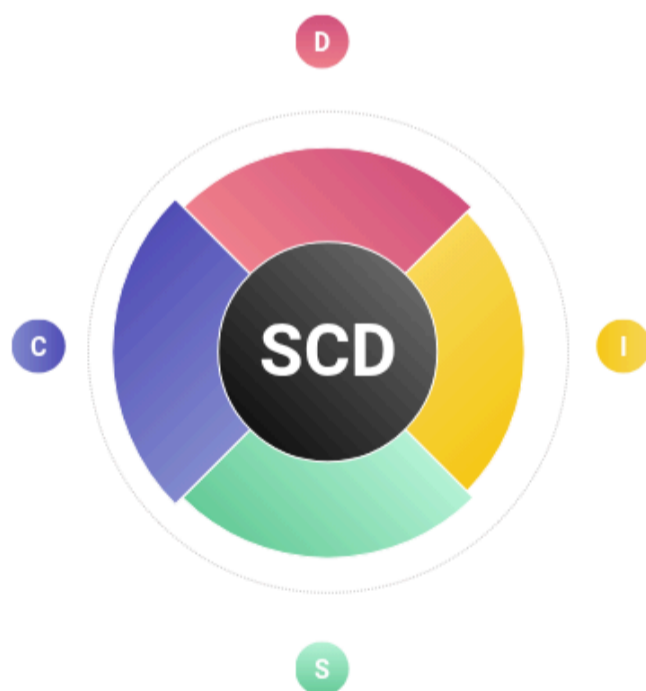
## You And Jason

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Jason'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.

### 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.