



## JAY GOODISON

**Energizer**  
DISC Type : I

**Director at Mizorix (Previously Encodian Services)**  
Worcester, England, United Kingdom

### Overview

Jay has no verified overview

#### Personality Overview

**Relationship Oriented**

**Big Picture Person**

**Full Of Energy**

They are really good at seeing what the long-term impacts of their decisions could be. They are always positive and upbeat, so take their promises with a pinch of salt. Unlike C or D types, they are vocal with their opinions but not so much with their questions.

#### Topics They Care About

Jay has no verified topics they care about

### Media Appearances

Jay has no verified media appearances

### Work History

- 6-2025  
Director at Mizorix (Previously Encodian Services)
- 5-2016  
Managing Director & Co-Founder at Encodian
- 1-2014 - 5-2016  
Head of IM Products & Consulting at EMIS Health
- 9-2011 - 4-2015  
Head of IM Consulting at EMIS Health
- 8-2010 - 9-2011  
Senior Architect - Microsoft Consulting Services at Microsoft

### Education

Jay has no verified education history

## More Information

Social Presence :



Prographics :

Exp : 20 Location : Worcester, England, United Kingdom Job Level : Mid-senior

Designation : Director at Mizorix (Previously Encodian Services)

## Insights For Selling To Jay

### 👉 During A Call Or A Meeting

#### DO's

- Do some small talk, ask them how things are going on their side
- Talk about their team and how your product will help them do things better and easier
- Share some stories about how you you have helped people in similar positions succeed

#### DONT's

- Don't be excessively objective, be a storyteller
- Avoid overloading them with too much detail
- Don't be too formal, focus on building comfort and trust

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

**Pace:** Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

**Tone:** Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

**Tactics To Win:** Giving social proof, personal rapport, usage of superlatives, repeating their name.

**Mistakes To Avoid:** Information overload, use of negations

**Making The Ask:** Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

**Subconscious Driver:** They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

### Script

**Greeting:** Hey Jay, [user\_fname] here at [user\_companynamewithfirsttwowords] calling you this morning/evening!

**Opener:** Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

**Introduction:** We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

**Ask:** Jay, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

**Close:** So morning at around [time] next [tuesday], shall we say? And is it [prospect\_email]? Don't want to get that wrong you know!

## 👉 When Writing An Email

**Subject:** Personalized, catchy

*Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.*

**Salutation:** Yes (Something casual)

*Example: Use 'Hi', 'Hey' etc. (along with the first name)*

**Greeting:** Yes (Say something interesting/unusual)

*Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Build excitement

*Example: Something like 'So John, lets get the ball rolling?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Excited!', 'To a great partnership!' etc.*

**Tone of Words:** Friendly, first-person

**Overall Messaging:** Focused on the person and relationship

**Length of Mail:** Long

*Example: Maximum upto 150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Jay is

- *Relationship and rapport can play an important role, sometimes more than the other factors.*

Will you ever get a clear answer from Jay

- *They will probably never say no directly, you have to make that decision yourself.*

---

## Insights For Deal Planning

How Fast (Or Slow) Will Jay Move?

- *They are not the quickest decision makers, their friendly attitude could be misleading.*

Can Jay Take Some Risk Or Not?

- *They may take certain risks that they deem unlikely of personal repercussions.*

---

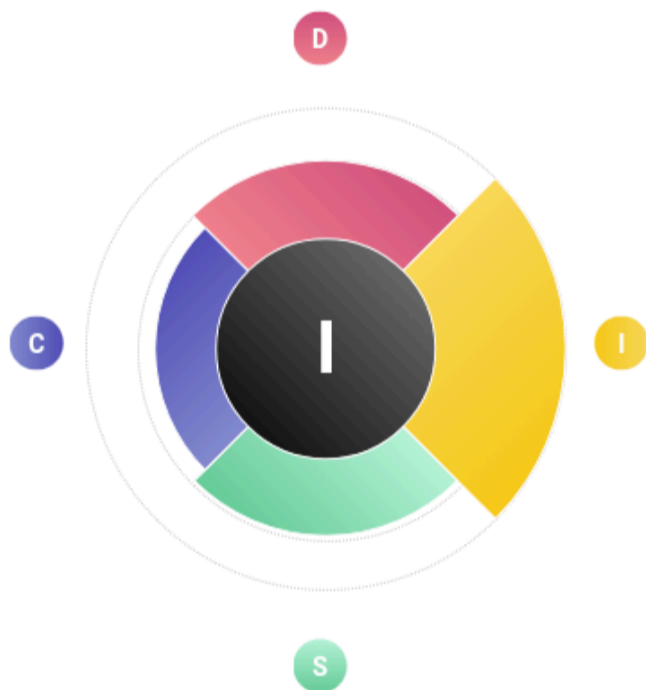
## You And Jay

### Personality Compatibility

Not enough data to show compatibility comparison

---

## DISC Profile : Jay's Key Traits



### INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.