



JEFF GARRETT

Enthusiast

DISC Type : i

Director of Coaching U15-U19 Boys and Girls at WCWAA Soccer Club

Charlotte, North Carolina, United States

Overview

Jeff Garrett serves as the VP of Solutions Architecture at Opkalla, leveraging over two decades of IT experience to guide clients. A Georgia Southern University graduate, his expertise spans cloud, data centers, and cybersecurity. Colleagues describe him as a hard-working, organized, and knowledgeable leader.

Outside of work, Jeff is a husband and father to three children. He is heavily involved in soccer as a fan, player, and coach, dedicating his time to developing young athletes and enjoying the lively pace of family life.

He was the inaugural guest on the "Channel Champions" podcast, sharing his industry insights.

Personality Overview

Optimistic

Non-Confrontational

Consensus Focused

They prefer to build relationships rather than staying totally transactional. Unlike D or C types, they are convinced more by stories and testimonials. They are generally friendly, so be careful when relying on their word.

Topics They Care About

Cybersecurity Strategy

He authors articles on security topics, such as utilizing the Unified Kill Chain, to help customers evaluate and strengthen their cyber defenses.

Cloud & Infrastructure

His career is focused on providing strategic vision and technical guidance on technology solutions, including cloud, data centers, and data protection.

Channel Partnerships

He discusses the value of partner ecosystems and has provided testimonials for partners, highlighting the importance of collaborative technical relationships.

Youth Soccer

Identifies himself as a coach and his company bio states he enjoys watching, playing, and coaching soccer, showing a deep personal commitment to the sport.

Family Life

His company biography mentions he enjoys the "hustle and bustle of life" with his wife and three children, indicating family is a central part of his life.

Atlanta United FC

[Predicted] Given his location, professional history in the Atlanta area, and stated passion for coaching soccer, he likely follows the local MLS team.



Media Appearances

Jeff has no verified media appearances

Work History

- 1-2025
Director of Coaching U15-U19 Boys and Girls at WCWAA Soccer Club
- 3-2022
VP of Solutions Architecture at Opkalla
- 1-2021 - 2-2022
Director, Enterprise Cloud at Veristor Systems
- 8-2018
Head Soccer Coach at WCWAA Soccer Club
- 1-2016 - 1-2021
Principal Architect at Veristor Systems

Education

- 1998 - 2003
Bachelor of Science (B.S.) from Georgia Southern University

More Information

Social Presence :



Prographics :

Exp : **22** Location : **Charlotte, North Carolina, United States** Job Level : **Mid-senior**

Designation : **Director of Coaching U15-U19 Boys and Girls at WCWAA Soccer Club**

Insights For Selling To Jeff

👉 During A Call Or A Meeting

DO's

- Speak from experience about success that the product has seen with other customers
- Compliment them about their personality if you get a chance
- Refer to interesting customer testimonials and stress on great customer experience

DONT's

- Don't be critical or challenge them openly, they can react defensively
- Avoid overloading them with too much information
- Don't be too formal with them, they trust informality more

👉 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 Jeff, [user_fname] here at [user_companynamewordstwowords] 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: Jeff, 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 Jeff is

- *Relationship and rapport are valuable for them, but so is proven product value.*

Will you ever get a clear answer from Jeff

- *They will hardly ever say a direct no.*

Insights For Deal Planning

How Fast (Or Slow) Will Jeff Move?

- *Even when they are constantly engaged, they do not reach decisions quickly.*

Can Jeff Take Some Risk Or Not?

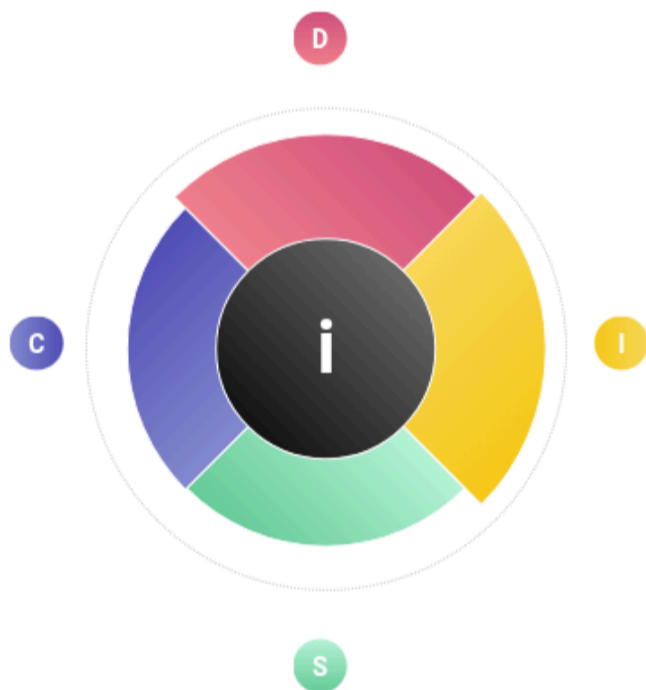
- *They can take some low-probability risks if needed.*

You And Jeff

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Jeff'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.