



## JOHN BRADSHAW

**Energizer**  
DISC Type : I

**ERP Business Analyst at J. A. Russell Ltd**  
Auckland, Auckland, New Zealand

### Overview

John Bradshaw is an ERP Business Analyst at J. A. Russell Ltd, skilled in translating stakeholder needs into practical system solutions. With a background as a Software Engineer, he has experience developing ERP integrations using APIs and MuleSoft. He holds a Bachelor of Arts from De Montfort University.

Based on his interests, he appears to follow major technology companies like Microsoft and keeps abreast of current events through global news outlets such as CNN.

He once led a project to automate a bank reconciliation process, which eliminated manual daily downloads for the finance team.

### Personality Overview

**Believer**

**Relationship Oriented**

**Full Of Energy**

They excel at seeing the bigger picture, and the long-term impact of their decisions. They are naturally enthusiastic, so take their promise 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

#### **ERP Systems**

Currently an ERP Business Analyst at J. A. Russell Ltd and previously developed integrations for the Pronto Xi ERP system at OfficeMax.

#### **Process Automation**

He designed and documented the automation of a bank reconciliation process, eliminating manual tasks and improving efficiency for finance staff.

#### **API Integration**

As a software engineer, he built APIs and used MuleSoft to connect core ERP systems with external platforms like Salesforce, Trade Me, and various payment processors.

### Stakeholder Alignment

[Predicted] His role involves coordinating workshops and gathering requirements from finance and accounts teams, showing a focus on bridging the gap between business needs and IT solutions.

### Technology News

Lists Microsoft and CNN as interests, indicating he likely follows trends in the technology sector and global news.



## Media Appearances

John has no verified media appearances

## Work History

- 12-2018  
ERP Business Analyst at J. A. Russell Ltd
- 12-2018  
Business Analyst at J. A. Russell Ltd
- 10-2012 - 12-2018  
Software Engineer at OfficeMax
- 10-2012 - 11-2018  
Software Engineer at OfficeMax New Zealand
- 2005 - 2012  
IT Consultant at Velocity Global Ltd

## Education

- 1992 - 1995  
Bachelor of Arts (Hons) from De Montfort University
- Bachelor of Arts from De Montfort University

## More Information

### Social Presence :



### Prographics :

Exp : **27** Location : **Auckland, Auckland, New Zealand** Job Level : **Mid-senior**

Designation : **ERP Business Analyst at J. A. Russell Ltd**

# Insights For Selling To John

## 👉 During A Call Or A Meeting

### DO's

- Use phrases like 'people will love', 'massive impact' etc.
- Be friendly and entertaining in your conversation
- Do some small talk, ask them how things are going on their side

### DONT's

- Don't assume a yes just because they have not said no
- Don't be excessively objective, be a storyteller
- 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 John, [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:** John, 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 John is

- *Relationship and trust can be vital with them, sometimes more than anything else.*

Will you ever get a clear answer from John

- *They are unlikely to say no directly, you have to make that decision yourself.*

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## Insights For Deal Planning

How Fast (Or Slow) Will John Move?

- *They are not the fastest decision makers, their friendly approach can give false positive signals.*

Can John Take Some Risk Or Not?

- *They can accept limited risks, ones that they think will not impact them personally.*

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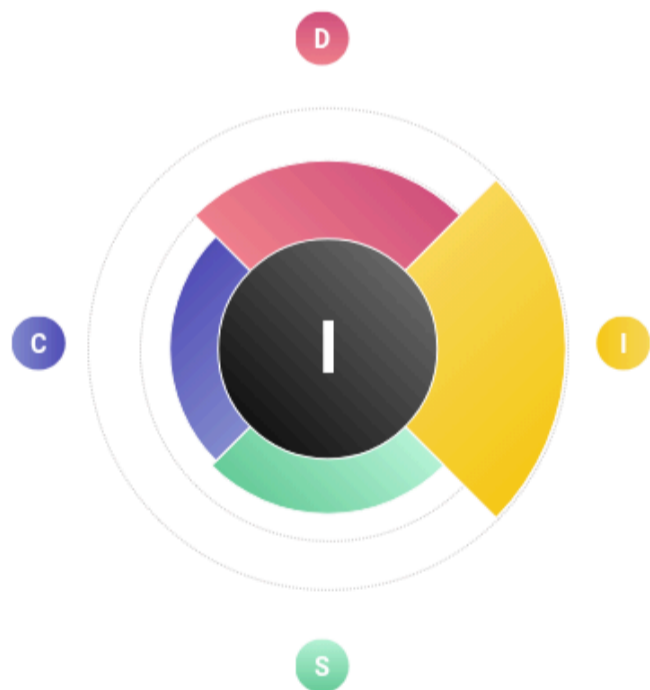
## You And John

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : John'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.