



## JOHN CALLAGHAN

**Galvanizer**  
DISC Type : Id

**Client Services Manager at Allied Digital Services Limited**  
San Francisco Bay Area, United States

### Overview

John has no verified overview

#### Personality Overview

**Persuader**

**Socially Adept**

**Trusting**

They are not against taking risks and can make tough decisions when required. They are charming and can persuade others to support their decisions. They are more likely to accept new and exciting technologies.

#### Topics They Care About

John has no verified topics they care about

### Media Appearances

John has no verified media appearances

### Work History

- 2-2017  
Client Services Manager at Allied Digital Services Limited
- Vice President, Customer Experience at Eargo Hearing, Inc.
- Director of Customer Success / Business Consultant at 411 Locals
- VP, Customer Experience / Performance Enhancement at Patriot Global Marketing, Inc.
- VP, Service Delivery at Sutherland Global Services

### Education

- Bachelor of Science (B.S.) from UMass Boston
- Language Certificate from Defense Language Institute Foreign Language Center

### More Information

Social Presence :



## Prographics :

Exp : 9 Location : **San Francisco Bay Area, United States** Job Level : **Middle**

Designation : **Client Services Manager at Allied Digital Services Limited**

## Insights For Selling To John

### 👉 During A Call Or A Meeting

#### DO's

- Talk about other customers and how they have derived value from your product
- Invite them for a lunch or a drink/coffee
- Talk about some of the cool and impressive features of your product

#### DONT's

- Don't be excessively objective, focus on building a story first
- Do not come across as negative or non-supportive, work with them as a partner
- Don't hesitate from asking questions, but take a friendly and warm approach

## 👉 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\_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:** 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:** Exciting, direct

*Example: John, quantum jump', 'Is it game over?' etc.*

**Salutation:** No

*Example: Skip 'Hi', 'Hey' etc., use only the first name*

**Greeting:** No (Or say something unique)

*Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'*

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Informally state your ask

*Example: Something like 'John, if you are on, let's finalize tomorrow?'*

**Complimentary Close:** Unique, casual

*Example: Something like 'Looking forward!', 'To new beginnings!' etc.*

**Tone of Words:** Informal, direct

**Overall Messaging:** Focused on personal achievement

**Length of Mail:** Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with John is

- *Relationship and product conviction matter equally, followed by a sense of achievement.*

Will you ever get a clear answer from John

- *If they are not convinced, they will say no though in a friendly way.*

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## Insights For Deal Planning

How Fast (Or Slow) Will John Move?

- *They can make decisions quickly if they develop trust in you and conviction in the product.*

Can John Take Some Risk Or Not?

- *If necessary, they will be ready to take risks.*

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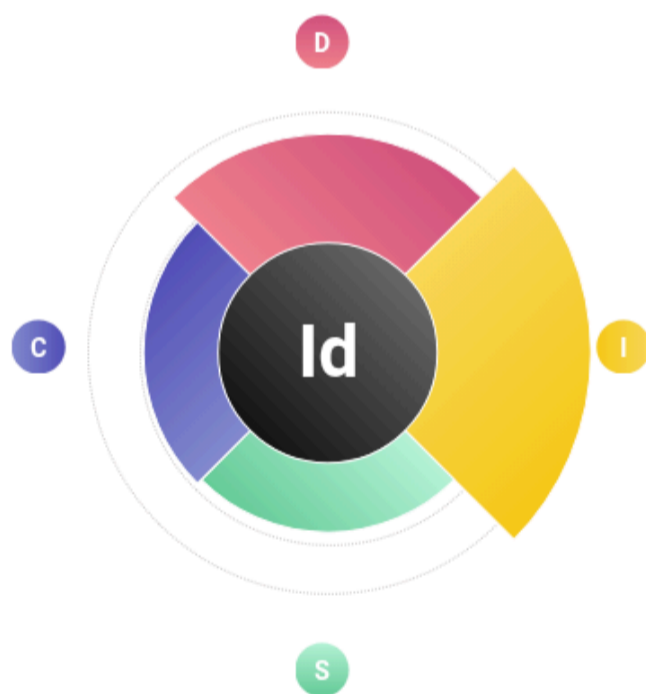
## You And John

### 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.

### 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.