



# JOHN KELLER

**Examiner**  
DISC Type : cs

**Chief Information Officer at Indiana Department of Education**  
Zionsville, Indiana, United States

## Overview

John has no verified overview

### 👉 Personality Overview

Status Quo Seeker
Late Adopter
Process Oriented

They are thorough and always follow a systematic approach. They do not like taking risks at all and go for proven options in the end. Being observant comes to them naturally.

### 👉 Topics They Care About

John has no verified topics they care about

## Media Appearances

John has no verified media appearances

## Work History

- 1-2017  
Chief Information Officer at Indiana Department of Education
- 2-2013 - 1-2017  
Director of Instructional Technology and eLearning at Metropolitan School District of Warren Township
- 9-2011 - 1-2013  
Assistant Superintendent for Technology at Indiana Department of Education
- 12-2016  
ISTE Board Member at International Society for Technology in Education
- Independent Consultant at BLE Group

## Education

- 2000 - 2003  
Ph.D. from Indiana University Bloomington
- 1994 - 1996  
M.S. Ed from Purdue University Fort Wayne

## More Information

Social Presence :



Prographics :

Exp : **14** Location : **Zionsville, Indiana, United States** Job Level : **Leadership**

Designation : **Chief Information Officer at Indiana Department of Education**

## Insights For Selling To John

### 👉 During A Call Or A Meeting

#### DO's

- Expect them to be slow and cautious, encourage them to ask more questions
- Be firm in your communication and stay in control
- Spend time addressing concerns around risk and change, they will have them even if they don't express them

#### DONT's

- Don't push them too hard to make fast decisions, give them time
- Avoid getting into storytelling mode, especially when they ask specific questions
- Don't use phrases like 'do not worry', 'i promise' etc.

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

**Pace:** Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

**Tone:** Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

**Tactics To Win:** Use of negations, giving full information

**Mistakes To Avoid:** Use of superlatives, overusing social proof

**Making The Ask:** Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

**Subconscious Driver:** They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

### Script

**Greeting:** Hi John, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

**Introduction:** My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

**Ask:** Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

**Close:** Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect\_email] would be the right email ID for you?

## 👉 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 John is

- *Low-risk, adoption by others are very important to them, followed by confidence in ROI.*

Will you ever get a clear answer from John

- *They are unlikely to say no, it's better to stop yourself once you have exhausted all the options.*

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## Insights For Deal Planning

How Fast (Or Slow) Will John Move?

- *They do not like to rush and therefore can be quite slow in their decision-making.*

Can John Take Some Risk Or Not?

- *They have little risk-appetite and prefer to take measured decisions.*

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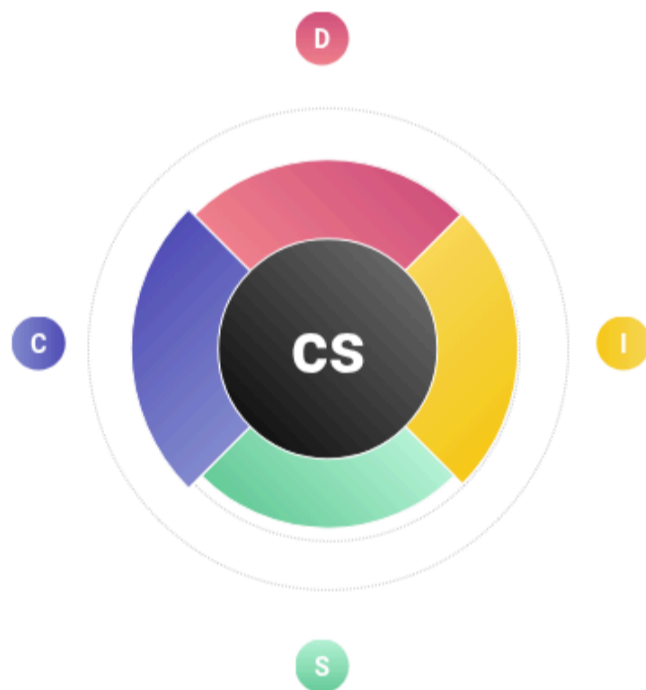
## You And John

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : John's Key Traits



### 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.

### 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.