



JON DEATS

Inspirer
DISC Type : di

Head of IAM at AT&T
Bullard, Texas, United States

Overview

Jon has no verified overview

Personality Overview

Generous Decisive Confident & Optimistic

They measure a product on its merit but can be influenced by strong testimonials. They usually prefer to drive the conversation. They respond well to objective pitches but also attach some value to relationships.

Topics They Care About

Jon has no verified topics they care about

Media Appearances

Jon has no verified media appearances

Work History

- 5-2024
Head of IAM at AT&T
- 5-2023 - 3-2024
Senior Executive Head of Cybersecurity Operations at TIAA
- 9-2021 - 5-2023
Cyber Security Executive in charge of Technology and Identity Services at TIAA
- 12-2020 - 9-2021
Head of Identity and Access Management at TIAA
- 3-2018 - 12-2020
Head of EAM Operations -SVP at Wells Fargo

Education

- 1998 - 2003
MIS from Mays Business School - Texas A&M University
- 1998 - 2003
MIS from Texas A&M University

More Information

Social Presence :



Prographics :

Exp : 15 Location : **Bullard, Texas, United States** Job Level : **Mid-senior** Designation : **Head of IAM at AT&T**

Insights For Selling To Jon

👉 During A Call Or A Meeting

DO's

- Acknowledge their status and position during the conversation
- Focus on the big picture and the strategic value of your product
- Look like someone who is on top of their game

DONT's

- Avoid focusing only on the product or its ROI, keep building trust subtly
- Don't keep repeating the same information, it could make them impatient
- Don't be too verbose or overly friendly; a little bit, however, is fine

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Jon, this is [user_fname] at [user_companynameword1][user_companynameword2].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 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 Jon is

- *Confidence in the product's value is critical, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Jon

- *They will not hesitate to say no if they do not develop conviction.*

Insights For Deal Planning

How Fast (Or Slow) Will Jon Move?

- *If they develop confidence in your product and you, then they can make fast decisions.*

Can Jon Take Some Risk Or Not?

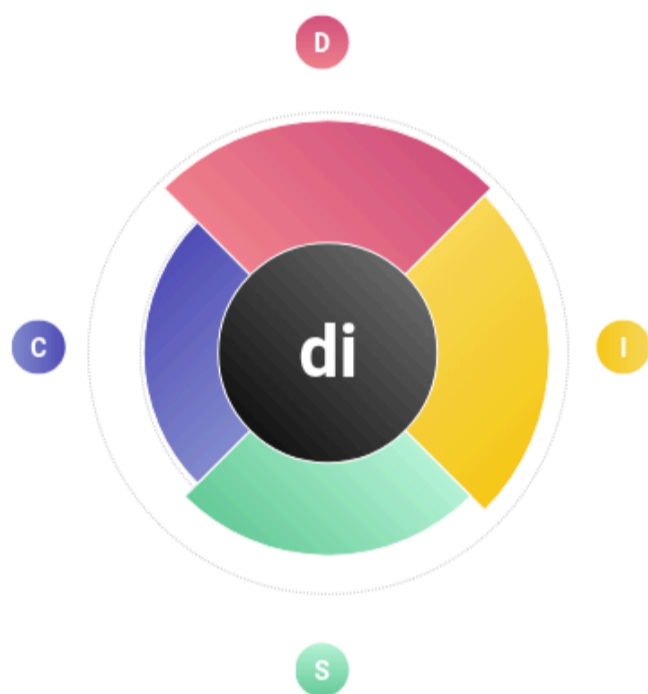
- *If necessary, they have the ability to take risky decisions.*

You And Jon

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Jon's Key Traits



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.

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.