



JOSEPH PANCRAZIO

Examiner
DISC Type : cs

Vice President for Research, Professor Bioengineering at The University of Texas at Dallas
Dallas-Fort Worth Metroplex, United States

Overview

Joseph has no verified overview

Personality Overview

Late Adopter Status Quo Seeker Tough To Convince

They do not like taking risks at all and go for proven options in the end. They are thorough and always follow a systematic approach. They are quite aware of their needs and limitations, so they are unlikely to over-promise.

Topics They Care About

Joseph has no verified topics they care about

Media Appearances

Joseph has no verified media appearances

Work History

- 6-2018
Vice President for Research, Professor Bioengineering at The University of Texas at Dallas
- 8-2015 - 6-2018
Associate Provost, Professor Bioengineering at The University of Texas at Dallas
- 10-2011 - 7-2015
Chair, Department of Bioengineering at George Mason University
- 10-2009 - 7-2015
Professor, Electrical and Computer Engineering at George Mason University
- 1-2004 - 10-2009

Education

- 1988 - 1990
PhD from University of Virginia
- 1985 - 1988
MS from University of Virginia

Program Director for Neural Engineering at National Institutes of Health

More Information

Social Presence :



Prographics :

Exp : **28** Location : **Dallas-Fort Worth Metroplex, United States** Job Level : **Senior**

Designation : **Vice President for Research, Professor Bioengineering at The University of Texas at Dallas**

Insights For Selling To Joseph

👉 During A Call Or A Meeting

DO's

- Be firm in your communication and stay in control
- Expect them to be slow and cautious, encourage them to ask more questions
- First of all, focus on building their confidence by sharing examples, case studies etc.

DONT's

- Avoid getting into storytelling mode, especially when they ask specific questions
- Don't be very accepting if that is your natural style, stay firm
- Don't push them too hard to make fast decisions, give them time

👉 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 Joseph, 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 Joseph is

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

Will you ever get a clear answer from Joseph

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

Insights For Deal Planning

How Fast (Or Slow) Will Joseph Move?

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

Can Joseph Take Some Risk Or Not?

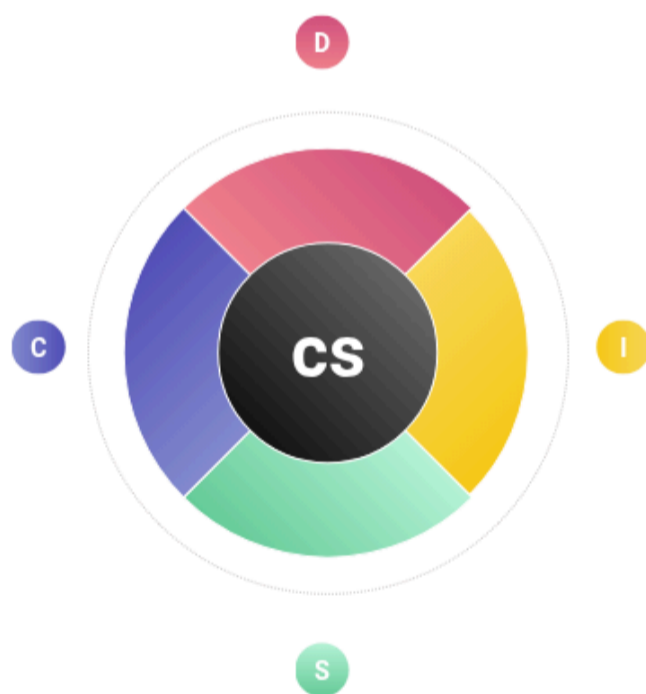
- *They have little risk-appetite and prefer to take measured decisions.*

You And Joseph

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Joseph'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.