



JOSH DOBSON

Critic
DISC Type : C

Sr IT Analytics Manager at Dana Incorporated
Detroit Metropolitan Area, United States

Overview

Josh has no verified overview

👉 Personality Overview

Objective Thinker ROI Driven Critic

It is very likely that they will negotiate pricing or other important terms. They like to do things independently and don't look for support from others. They choose to analyze logically and value facts to emotions.

👉 Topics They Care About

Josh has no verified topics they care about

Media Appearances

Josh has no verified media appearances

Work History

- 2-2026
Sr IT Analytics Manager at Dana Incorporated
- 12-2022 - 2-2026
Analytics Manager at Domuso
- 7-2019 - 12-2022
Business Intelligence Manager at Aspen RxHealth
- 4-2015 - 7-2019
Director of Health Analytics at Avalon Healthcare Solutions
- 1-2014 - 4-2015
Business Intelligence Manager at Health Integrated, Inc.

Education

- 2012 - 2013
Master's degree from University of Virginia
- 2007 - 2010
M.B.A. from Grand Valley State University

More Information

Social Presence :



Prographics :

Exp : **12** Location : **Detroit Metropolitan Area, United States** Job Level : **Middle**

Designation : **Sr IT Analytics Manager at Dana Incorporated**

Insights For Selling To Josh

👉 During A Call Or A Meeting

DO's

- Tell them what ROI they can expect
- If you can, show them industry reports or analyst comments instead of sharing anecdotal stories
- Don't forget to mention how you compare to competition on both features and pricing

DONT's

- Don't rush them till they have clearly gotten all the necessary information
- Avoid phrases like 'trust me', 'others just love' etc.
- Avoid pushing them too much to involve other stakeholders unless it is critical

👉 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 Josh, 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: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

Example: Something simple like 'Thanks', or nothing at all.

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Josh is

- *Proven ROI, pricing and objective proof points are the factors that sway their decision.*

Will you ever get a clear answer from Josh

- *They are comfortable saying no if they are convinced that it is the correct decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Josh Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Josh Take Some Risk Or Not?

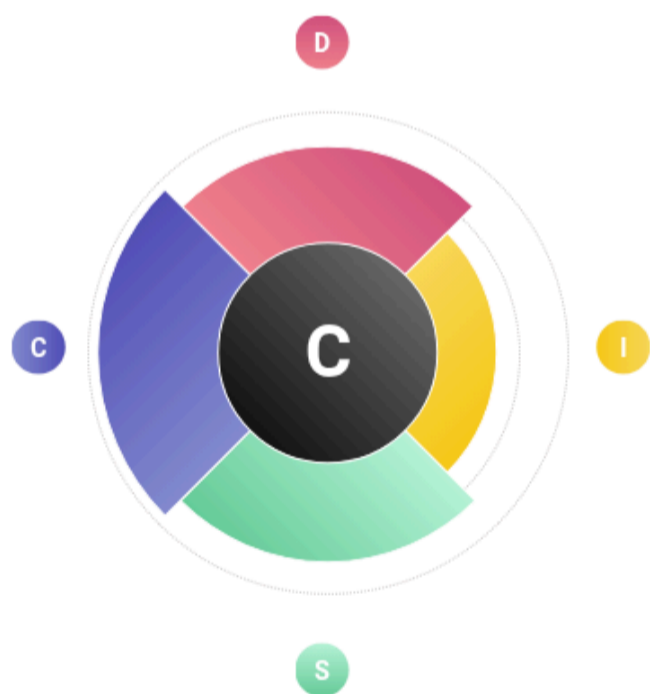
- *They can take risks if their analysis shows that it would be worth it.*

You And Josh

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Josh'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.