



# KEITH WALTON

**Observer**  
DISC Type : ic

**General Manager at HomeTeam Pest Defense**  
Houston, Texas, United States

## Overview

Keith has no verified overview

### 👉 Personality Overview

Curious   Example Seeker   Assertive

They are likely to ask many questions and look heavily for supporting information. They are generally strong communicators and are not easy to convince. They can sound friendly and charming but can quickly change gears to become inquisitive and probing.

### 👉 Topics They Care About

Keith has no verified topics they care about

## Media Appearances

Keith has no verified media appearances

## Work History

- 9-2024  
General Manager at HomeTeam Pest Defense
- 7-2021 - 9-2024  
Branch Manager at Terminix
- 3-2011 - 7-2021  
Branch Manager at Terminix
- 6-2009 - 3-2011  
Branch Service Manager at Terminix
- 6-2007 - 6-2009  
Outside Sales Representative at Terminix

## Education

Keith has no verified education history

## More Information

Social Presence :



Prographics :

Exp : 20 Location : **Houston, Texas, United States** Job Level : **Senior**

Designation : **General Manager at HomeTeam Pest Defense**

## Insights For Selling To Keith

### 👉 During A Call Or A Meeting

#### DO's

- Invite them for a social do but don't rely solely on the relationship
- Help them understand the risk aspect fully while inspiring confidence
- Focus on immediate action-items rather than the larger goals

#### DONT's

- Don't try to rush them into a decision, provide all necessary information first
- Don't rely excessively on your relationship with them to win the deal
- Don't brush off any concerns, take all questions seriously

## 👉 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 Keith, [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:** Keith, 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 but objective

*Example: Making it personalized', 'Changing how to sell' etc.*

**Salutation:** Yes ( Something usual)

*Example: Use 'Hi' (along with the first name)*

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Logically summarize, keep high energy

*Example: Something like 'If these points make it clear, lets wrap this up at 11am?'*

**Complimentary Close:** Unique or standard

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

**Tone of Words:** Confident, informational

**Overall Messaging:** Focused on generating excitement while staying objective

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Keith is

- *Proven value, strong testimonials are important to them, relationships will have some weightage.*

Will you ever get a clear answer from Keith

- *They are practical yet friendly, don't expect a clear no very often.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Keith Move?

- *They like to analyze well and can take their time to reach any decisions.*

Can Keith Take Some Risk Or Not?

- *They evaluate their decisions systematically and are less likely to take risks.*

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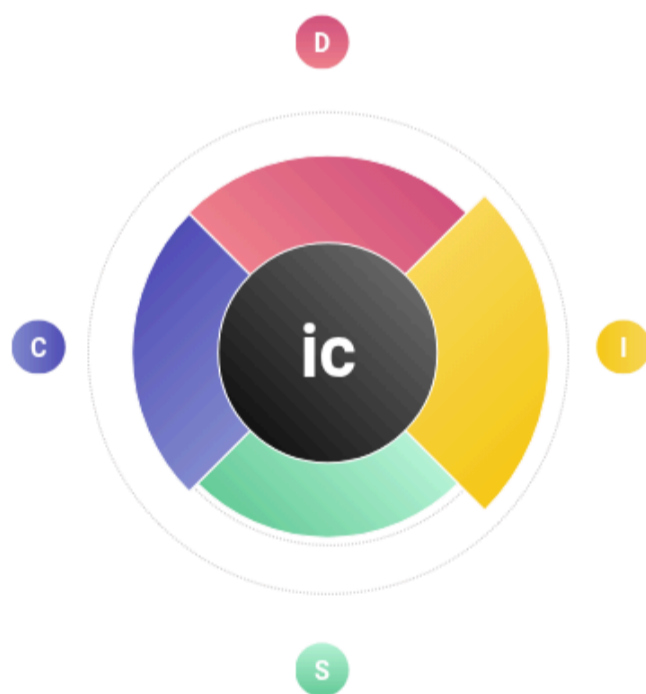
## You And Keith

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Keith'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.

### 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.