



# KEVIN LANE

**Supporter**  
DISC Type : s

**ITS - Systems and Application Administrator at Transcom**  
South Plainfield, New Jersey, United States

## Overview

Kevin has no verified overview

### 👉 Personality Overview

**Risk-averse**   **Calm**   **Procedural**

They prefer to follow rules and procedures. They are unlikely to become strong champions as they don't prefer pushing other people. They are motivated by the potential impact of their decision on the organization.

### 👉 Topics They Care About

Kevin has no verified topics they care about

## Media Appearances

Kevin has no verified media appearances

## Work History

- 12-2025  
ITS - Systems and Application Administrator at Transcom
- 3-2018 - 9-2023  
Site Reliability Manager-Server Engineering/Operations Manager at Bed Bath & Beyond
- 5-2012 - 3-2018  
Senior Intel Systems Engineer/Infrastructure as a Service at Bed Bath & Beyond
- 8-2008 - 5-2012  
Intel Systems Engineer at Bed Bath & Beyond
- 5-2006 - 5-2008

## Education

- Technology Support from The Chubb Institute

TSS - Desktop Support Engineer at Bed Bath & Beyond

## More Information

### Social Presence :



### Prographics :

Exp : 20 Location : **South Plainfield, New Jersey, United States** Job Level : **N/A**

Designation : **ITS - Systems and Application Administrator at Transcom**

## Insights For Selling To Kevin

### 👉 During A Call Or A Meeting

#### DO's

- Pause and ask them if they have any questions
- Show willingness to accommodating their needs or requests
- Engage other key stakeholders on their side and leverage if they approve of your product

#### DONT's

- Don't rush them to make quick decisions
- Avoid saying anything that sounds like a risky proposition
- Don't don the salesperson avatar, be the friendly advisor instead

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

**Pace:** Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

**Tone:** Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

**Tactics To Win:** Use of social proof, FOMO, repeating their name

**Mistakes To Avoid:** Strong words, over-confidence, informal language

**Making The Ask:** Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

**Subconscious Driver:** They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

### Script

**Greeting:** Good morning/evening Kevin, how are you? This is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

**Introduction:** My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

**Ask:** Kevin, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

**Close:** If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect\_email]?

## 👉 When Writing An Email

**Subject:** Formal

*Example: Discussion regarding next steps', 'Humantic AI and sales conversion' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hello', 'Dear' etc. (along with the first name)*

**Greeting:** Yes (Say something formal/usual)

*Example: Use standard lines, like 'Thanks for taking the time' etc.*

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Simply lay out the next steps

*Example: Something like 'Would you be available to speak tomorrow?'*

**Complimentary Close:** Formal

*Example: Something standard like 'Warm regards', 'Best wishes' etc.*

**Tone of Words:** Friendly, second-person

**Overall Messaging:** Focused on social proof and process

**Length of Mail:** Long

*Example: Maximum upto 150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Kevin is

- *Low-risk, go-ahead from other stakeholders and successful evaluation as per process matter the most to them.*

Will you ever get a clear answer from Kevin

- *They don't say no very often, and can take you around in circles sometimes.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Kevin Move?

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

Can Kevin Take Some Risk Or Not?

- *They have little risk-appetite and prefer to take decisions that others support.*

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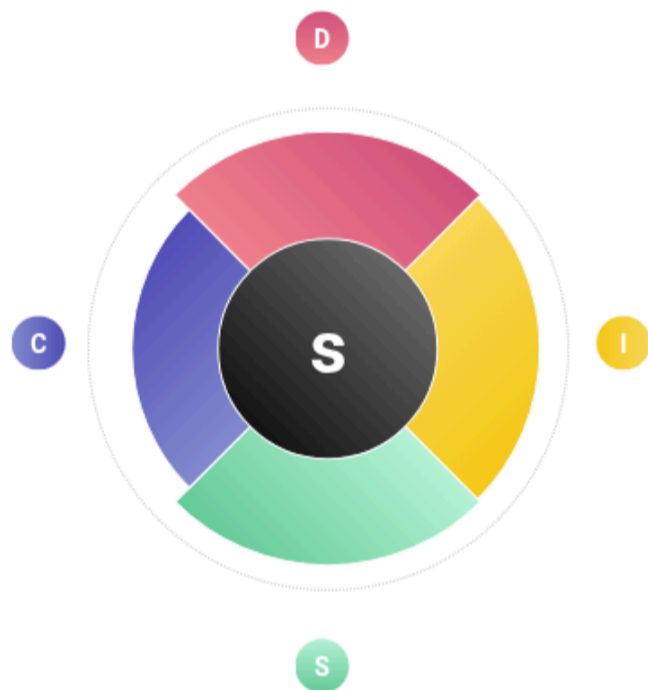
## You And Kevin

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Kevin's Key Traits



### 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.