



# LAURA BORGELT

**Questioner**  
DISC Type : c

**Executive Vice Chancellor for Academic and Student Affairs, Provost, and Chief Academic Officer at University of Colorado Anschutz**  
Aurora, Colorado, United States

## Overview

Laura has no verified overview

### 👉 Personality Overview

Not Easily Convinced      Price-Sensitive      Cautious & Analytical

They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. They prefer to do thorough analysis of any situation.

### 👉 Topics They Care About

Laura has no verified topics they care about

## Media Appearances

Laura has no verified media appearances

## Work History

- 1-2026  
Executive Vice Chancellor for Academic and Student Affairs, Provost, and Chief Academic Officer at University of Colorado Anschutz
- 7-2022 - 12-2025  
Chief Operating Officer, Gates Institute at University of Colorado Anschutz
- 8-2000  
Professor at University of Colorado Anschutz
- 8-2000 - 9-2020  
Professor and Associate Dean of Administration and Operations at University of Colorado Anschutz Medical Campus
- 8-2000 - 6-2007

## Education

- 2017 - 2019  
Executive Master of Business Administration from University of Colorado
- 1995 - 1997  
PharmD from CU Anschutz Skaggs School of Pharmacy and Pharmaceutical Sciences

Assistant Professor and Clinical Pharmacy  
Specialist at University of Colorado at Denver and  
Health Sciences Center

## More Information

### Social Presence :



### Prographics :

Exp : **27** Location : **Aurora, Colorado, United States** Job Level : **Leadership**

Designation **Executive Vice Chancellor for Academic and Student Affairs, Provost, and Chief Academic Officer at University of Colorado Anschutz**

## Insights For Selling To Laura

### 👉 During A Call Or A Meeting

#### DO's

- Keep some extra margin in hand as they will likely negotiate the pricing
- If you have a lower priced product compared to the competition, call out the same
- Emphasize on objective proof of ROI, help them do a thorough evaluation

#### DONT's

- Avoid phrases like 'do not worry about', 'no one compares to' etc.
- Don't try to be too friendly or informal with them
- Don't overhype the product/pitch, keep it measured

## 👉 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 Laura, 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 Laura is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Laura

- *It doesn't come naturally to them but they can say no if they are not convinced.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Laura Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Laura Take Some Risk Or Not?

- *They can take some risk if they are confident that they have analyzed the circumstances well.*

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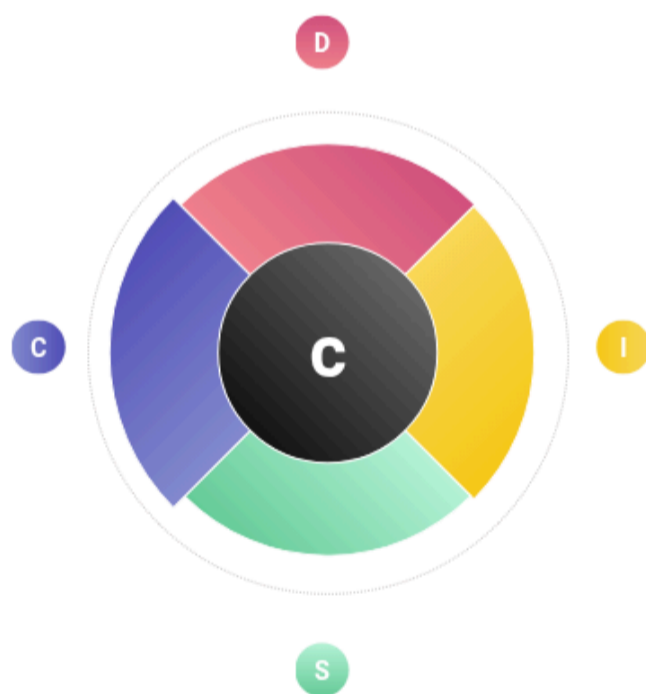
## You And Laura

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Laura'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.