



## LUKE SLAN

**Observer**  
DISC Type : ic

**General Manager, Canada at Clio - Cloud-Based Legal Technology**  
Toronto, Ontario, Canada

### Overview

Luke has no verified overview

#### Personality Overview

Assertive

Example Seeker

Value Driven

They are generally strong communicators and are not easy to convince. They often ask many questions and rely heavily on information and documentation. They can sound friendly and charming but can quickly change gears to become inquisitive and probing.

#### Topics They Care About

Luke has no verified topics they care about

### Media Appearances

Luke has no verified media appearances

### Work History

- 2-2025  
General Manager, Canada at Clio - Cloud-Based Legal Technology
- 4-2023 - 2-2025  
PreSales Leadership Collective Member at PreSales Collective
- 2-2023 - 2-2025  
Senior Manager, Solutions Engineering at Clio - Cloud-Based Legal Technology
- 2-2022 - 2-2023  
Manager, Solutions Engineering at Clio - Cloud-Based Legal Technology
- 9-2011 - 10-2017  
Director of Sales at Guardly

### Education

- 2005 - 2009  
Bachelors of Commerce from McGill University

## More Information

Social Presence :



Prographics :

Exp : **11** Location : **Toronto, Ontario, Canada** Job Level : **Senior**

Designation : **General Manager, Canada at Clio - Cloud-Based Legal Technology**

## Insights For Selling To Luke

### 👉 During A Call Or A Meeting

#### DO's

- Be prepared for a lot of questions, answer them objectively
- Build rapport, it will come handy to handle hard questions later
- Help them realize that there is no personal risk in making this decision

#### DONT's

- Don't try to rush them into a decision, provide all necessary information first
- Don't brush off any concerns, take all questions seriously
- Avoid making offhand commitments

## 👉 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 Luke, [user\_fname] here at [user\_companynameword1][user\_companynameword2] 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:** Luke, 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 Luke is

- *Clear proof of product value matters to them, followed by others' testimonials and rapport.*

Will you ever get a clear answer from Luke

- *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 Luke Move?

- *They like to analyze well and then make their decisions.*

Can Luke Take Some Risk Or Not?

- *They systematically evaluate all decisions and are unlikely to take many risks.*

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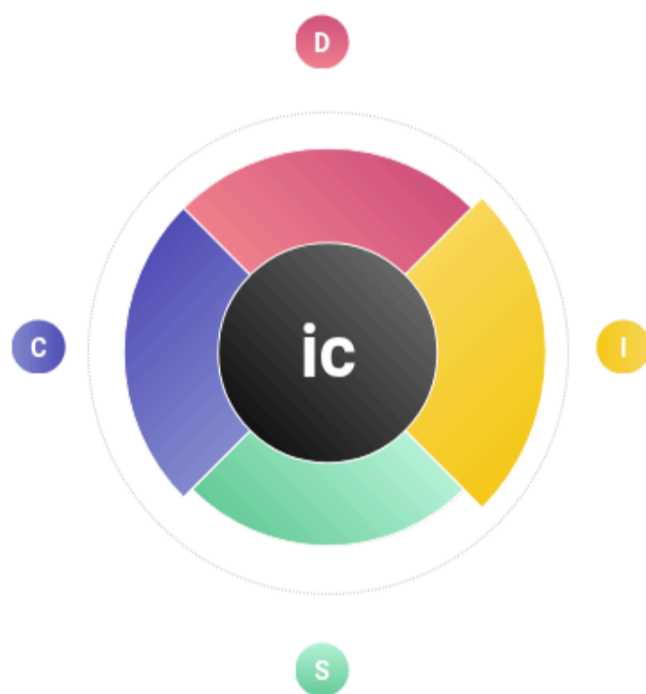
## You And Luke

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Luke'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.