



# MICHAEL BOOK

**Researcher**  
DISC Type : Cs

**Senior ERP Analyst at Dart Container**  
Eaton Rapids, Michigan, United States

## Overview

Michael Book is an experienced project manager and analyst within the packaging industry, currently serving as a Senior ERP Analyst at Dart Container. His background includes roles in IT and corporate strategy, supported by skills in Six Sigma, Lean methodologies, and a recent Ignition Core Certification.

Outside of his professional role, Michael is a certified Emergency Medical Responder (EMR), demonstrating a strong commitment to community safety and preparedness. He also holds an interest in major technology companies such as Microsoft and IBM.

He is a certified Emergency Medical Responder (EMR), showcasing skills and dedication to helping others in critical situations.

### Personality Overview

**Detail Oriented**      **Process Focused**      **Cost Conscious**

They are always well-planned and adopt a systematic approach. The only way to convince them is by showing them examples and ample proof. They do not like taking risks at all and go for proven options in the end.

### Topics They Care About

- ERP Strategy**  
As a Senior ERP Analyst with a history as a Strategy Project Manager, he focuses on leveraging enterprise systems for business development.
- Process Improvement**  
Skilled in Six Sigma and Lean, indicating a professional focus on optimizing efficiency and operational excellence in the packaging industry.
- Industrial Automation**  
Recently obtained an Ignition Core Certification, showing a direct interest in the software and systems that power modern industrial processes.

### Emergency Response

His certification as an Emergency Medical Responder highlights a personal passion for public safety and emergency preparedness.

### Corporate Strategy

His experience as a Strategy Project Manager and listed skills point to an ongoing interest in long-term business planning and development.



## Media Appearances

Michael has no verified media appearances

## Work History

- 5-2022  
Senior ERP Analyst at Dart Container
- 2-2020 - 5-2022  
Strategy Project Manager at Dart Container
- 11-2019 - 2-2020  
IT Project Manager at Dart Container

## Education

- 1998 - 2001  
HS Diploma from J.P. McCaskey H.S

## More Information

### Social Presence :



### Prographics :

Exp : **6** Location : **Eaton Rapids, Michigan, United States** Job Level : **Middle**

Designation : **Senior ERP Analyst at Dart Container**

## Insights For Selling To Michael

### 👉 During A Call Or A Meeting

#### DO's

- Use phrases like 'results based on data', 'measurable proof', 'X% growth' etc.
- When following up with them, expect slowness; use questions to engage them, preferably over email.
- Actively address their concerns around change, risk, and acceptance by users

#### DONT's

- Do not sound overly eager, modulate your energy levels especially if you are generally enthusiastic
- Avoid emotional and informal language, stay objective and to the point instead
- Avoid winging it with them particularly, answer a question only if you know the answer well

## 👉 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 Michael, 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:** Precise

*Example: Measurable results', '6.2% more sales' etc.*

**Salutation:** Yes (Something formal)

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

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

*Example: Use standard lines, like 'I hope that you are doing well' etc.*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'*

**Complimentary Close:** Formal

*Example: Something simple like 'Thanks', 'Regards' etc.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on removing doubts

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Michael is

- *For them, low risk and acceptance by others are very important, followed by proof of ROI.*

Will you ever get a clear answer from Michael

- *They are unlikely to say no, it's better to stop yourself once you have exhausted all the options.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Michael Move?

- *They do not like to take decisions in a hurry, so they could be slow in making their mind up.*

Can Michael Take Some Risk Or Not?

- *They are low on risk-appetite and prefer to make informed decisions.*

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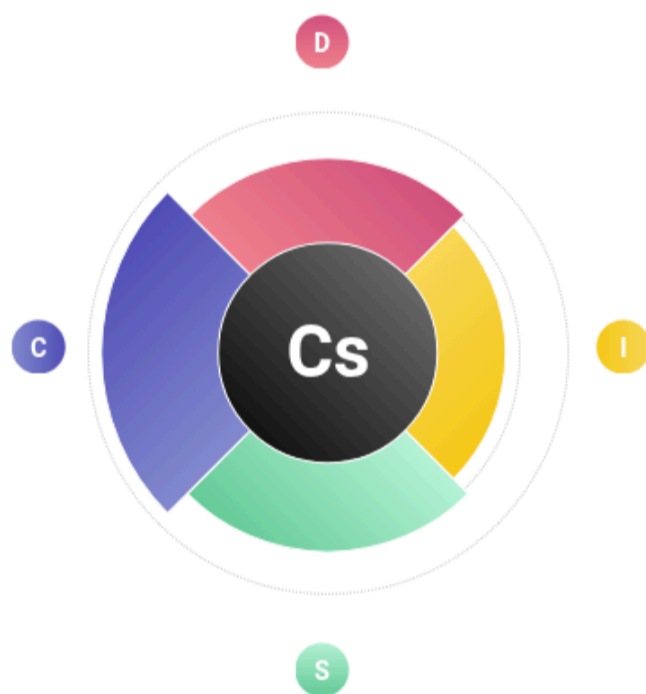
## You And Michael

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Michael'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.

### 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.