



MICHELLE KERBOW

Go-getter
DISC Type : d

Energy Operations Manager, AMER at Equinix
Houston, Texas, United States

Overview

Michelle Kerbow is the Energy Operations Manager for AMER at Equinix, specializing in global power and gas procurement. With a background in accounting from Stephen F. Austin State University, she is a collaborative problem-solver who excels at building client relationships and negotiating complex energy contracts to boost profitability.

While at PG&E Energy, she managed \$70 million in credit facilities and reduced letter of credit costs by an estimated \$120, 000.

👉 Personality Overview

Fast-Paced **Direct & Candid** **Challenger**

They don't always try to control the conversation but neither do they like yielding it fully. They focus on objectivity in a pitch and pay little attention to bells and whistles. They care equally about the product and its potential impact.

👉 Topics They Care About

- Energy Procurement**
Leads and manages global power and natural gas procurement programs, serving as a subject matter expert on electricity and energy matters for Equinix.
- Client Management**
Focuses on building strong customer relationships and has experience managing a \$2M portfolio of industrial clients in a previous role.
- Data Center Growth**
Her role is central to Equinix's operations, a rapidly growing data center company, and she frequently posts about the company's expansion.
- Cost Optimization**

Demonstrated a strong ability to drive financial efficiencies, once saving a previous employer an estimated \$120K in letter of credit costs.

Sustainable Energy

[Predicted] Her role in managing energy for a global technology firm likely involves strategies for renewable energy sourcing and improving sustainability metrics.



Media Appearances

Michelle has no verified media appearances

Work History

- 10-2017
Energy Operations Manager, AMER at Equinix
- 10-2002 - 9-2017
Client Manager at Schneider Electric Energy & Sustainability Services
- 2000 - 2002
Marketing Analyst at EnCana
- 1996 - 2000
Credit Analyst at PG&E Energy
- 1992 - 1996
Regional Sales Administrative Assistant at Service Corporation International (SCI)

Education

- 1985 - 1987
Accounting from Stephen F. Austin State University
- 1981 - 1985
Education details unavailable from Stratford High School

More Information

Social Presence :



Prographics :

Exp : **38** Location : **Houston, Texas, United States** Job Level : **Middle**

Designation : **Energy Operations Manager, AMER at Equinix**

Insights For Selling To Michelle

👉 During A Call Or A Meeting

DO's

- Stress on the business value that your product offers
- Get to the point quickly instead of spending too much time on pleasantries
- Refer to testimonials from others in similar positions

DONT's

- Refrain from asking too many questions
- Avoid long winding pitches, stay objective
- Don't try too hard to get friendly, let it happen with time

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Michelle, this is [user_fname] at [user_companynamewithfirsttwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: To the point

Example: 'Personalization', 'Sales conversion' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

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

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Skip 'Warm regards', 'Best wishes' etc., just write your name

Tone of Words: Confident, challenging

Overall Messaging: Focused on results

Length of Mail: Very Short

Example: Less than 75 words

👉 While Negotiating & Closing

The secret to closing fast with Michelle is

- *Belief in the product plays an important role, followed by objective proof and testimonials.*

Will you ever get a clear answer from Michelle

- *They may hesitate slightly, but if they are not convinced, they will say no.*

Insights For Deal Planning

How Fast (Or Slow) Will Michelle Move?

- *Their decision making speed is somewhere in the middle.*

Can Michelle Take Some Risk Or Not?

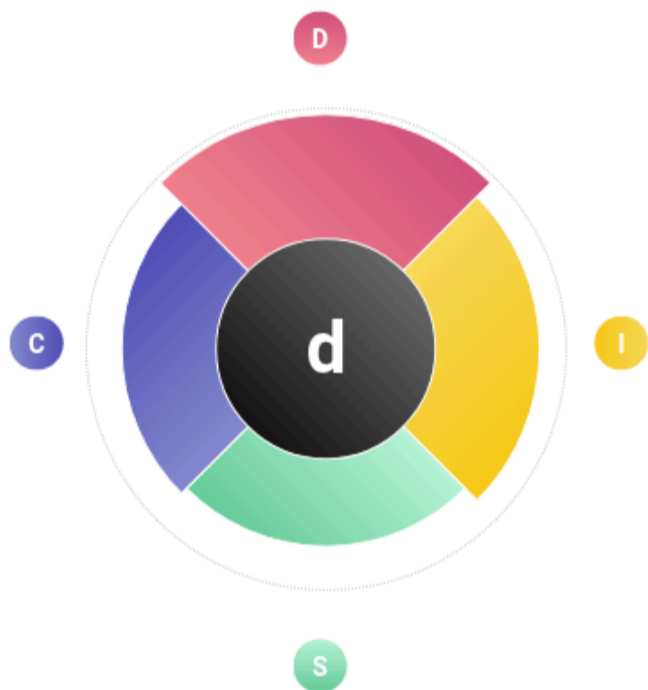
- *They can take risks only after they have analyzed the advantages and disadvantages.*

You And Michelle

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Michelle's Key Traits



DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.