



PATRICK MORRISON

Inquirer
DISC Type : cd

Senior Consultant at Catalyst Consulting Group, LLC
United States

Overview

Patrick has no verified overview

Personality Overview

Upfront **Demanding** **Judgemental**

They care equally about the product and its potential impact. They focus on objectivity in a pitch and pay little attention to bells and whistles. They can be nudged to make faster decisions by offering what they value.

Topics They Care About

Patrick has no verified topics they care about

Media Appearances

Patrick has no verified media appearances

Work History

- 11-2022 - 10-2024
Senior Consultant at Catalyst Consulting Group, LLC
- 9-2021 - 1-2023
Vice President of Government Sales at SKG, Inc.
- 2-2013 - 7-2021
Vice-President of Federal Government Sales at Price Modern
- 1-2013 - 2-2013
Principal at Morrison & Associates, LLC
- 1-2006 - 1-2013
Director of Sales at Washington Management Group/Deltek

Education

- 1973 - 1976
BA from University of Maryland
- 1971 - 1973
Education details unavailable from Prince Georges Community College

More Information

Social Presence :



Prographics :

Exp : 18 Location : **United States** Job Level : **N/A** Designation : **Senior Consultant at Catalyst Consulting Group, LLC**

Insights For Selling To Patrick

👉 During A Call Or A Meeting

DO's

- Highlight the competitive differentiation of your product
- Ask them questions confidently while doing discovery, don't be apologetic
- Get to the point quickly instead of spending too much time on pleasantries

DONT's

- Don't try to be an alpha salesperson, give them equal space
- Refrain from asking too many questions
- Avoid long winding pitches, stay objective

👉 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 Patrick, 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: To the point, measured

Example: Will this work?', '6.2% revenue impact' etc.

Salutation: No

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

Greeting: No

Example: Skip usual 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: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

Example: Less than 100 words

👉 While Negotiating & Closing

The secret to closing fast with Patrick is

- *Conviction in the product matters to them, followed by proof points and strong testimonials.*

Will you ever get a clear answer from Patrick

- *They may not be very forthcoming, but they will say no if needed.*

Insights For Deal Planning

How Fast (Or Slow) Will Patrick Move?

- *They are neither the fastest decision makers nor the slowest.*

Can Patrick Take Some Risk Or Not?

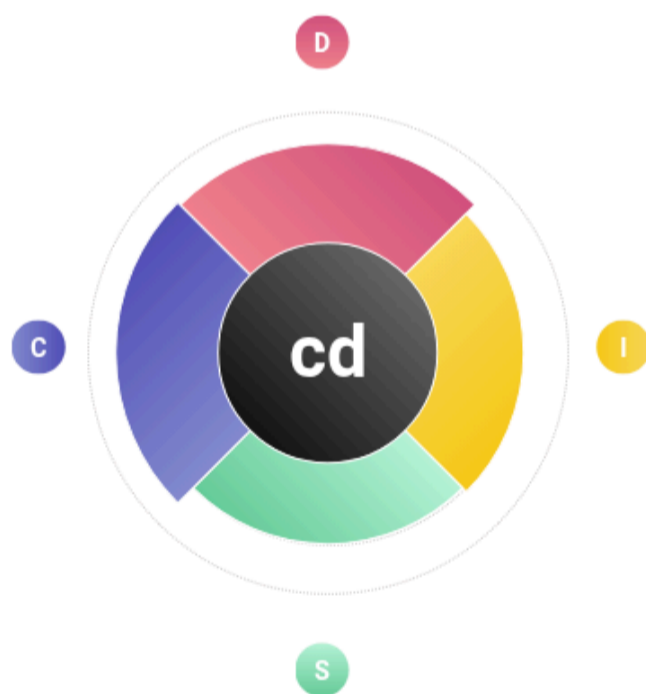
- *They can take risks but after weighing up the pros and cons.*

You And Patrick

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Patrick'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.

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.