



## PAUL CRABTREE

**Energizer**  
DISC Type : I

**Senior Engineering Manager at BFC Software**  
United States

### Overview

Paul Crabtree is a Senior Engineering Manager at BFC Software, leading the modernization of Warehouse Management Systems. With experience managing global teams of up to 150 people at companies like Staples and Fossil, he specializes in integrating complex applications and driving supply chain innovation.

He once managed the global support for a diverse portfolio of over 250 applications spread across three continents while at Fossil Group, Inc.

### Personality Overview

**Relationship Oriented**

**Enthusiastic**

**Big Picture Person**

They are always positive and upbeat, so take their promises with a pinch of salt. They are really good at seeing what the long-term impacts of their decisions could be. They are friendly, approachable and love to make new connections.

### Topics They Care About

#### **Warehouse Management Systems**

His current role at BFC Software and previous role at Staples focus on modernizing and integrating enterprise Warehouse Management Systems (WMS).

#### **Legacy System Modernization**

A core part of his current responsibilities involves leading the upgrade and development of legacy WMS to improve efficiency and power innovation.

#### **Automation & Robotics**

At Staples, he gained direct experience integrating automation and robotics technologies with warehouse management systems to enhance operational capabilities.

### Global IT Leadership

He has led technical teams as large as 150 people and managed a complex portfolio of applications across the globe for companies like Fossil Group.

### Supply Chain Innovation

[Predicted] His focus on WMS, automation, and robotics at major retailers suggests a strong interest in leveraging technology to innovate within the supply chain.



## Media Appearances

Paul has no verified media appearances

## Work History

- 9-2025  
Senior Engineering Manager at BFC Software
- 12-2021 - 10-2025  
Integration Manager at Staples
- 10-2019 - 12-2021  
Manager of Development at Optum
- 2-2019 - 10-2019  
Software Engineer at Bass Pro Shops
- 2015 - 2017  
Director IT Operations at Fossil Group, Inc.

## Education

- Post Graduate Diploma Computer Science (BSc) from University of East London
- Higher National Diploma Computer Studies from University of Greenwich

## More Information

### Social Presence :



### Prographics :

Exp : **37** Location : **United States** Job Level : **Middle** Designation : **Senior Engineering Manager at BFC Software**

## Insights For Selling To Paul

### During A Call Or A Meeting

#### DO's

- Do some small talk, ask them how things are going on their side
- Share some stories about how you you have helped people in similar positions succeed
- Speak enthusiastically with energy, maintain a clear and confident tone

#### DONT's

- Don't be excessively objective, be a storyteller
- Avoid cutting into their flow
- Avoid overloading them with too much detail

## 👉 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 Paul, [user\_fname] here at [user\_companynamewordstwowords] 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:** Paul, 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:** Personalized, catchy

*Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.*

**Salutation:** Yes (Something casual)

*Example: Use 'Hi', 'Hey' etc. (along with the first name)*

**Greeting:** Yes (Say something interesting/unusual)

*Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Build excitement

*Example: Something like 'So John, lets get the ball rolling?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Excited!', 'To a great partnership!' etc.*

**Tone of Words:** Friendly, first-person

**Overall Messaging:** Focused on the person and relationship

**Length of Mail:** Long

*Example: Maximum upto 150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Paul is

- *Relationship and rapport can play an important role, sometimes more than the other factors.*

Will you ever get a clear answer from Paul

- *They will probably never say no directly, you have to make that decision yourself.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Paul Move?

- *They are not the quickest decision makers, their friendly attitude could be misleading.*

Can Paul Take Some Risk Or Not?

- *They can accept limited risks, ones that they think will not impact them personally.*

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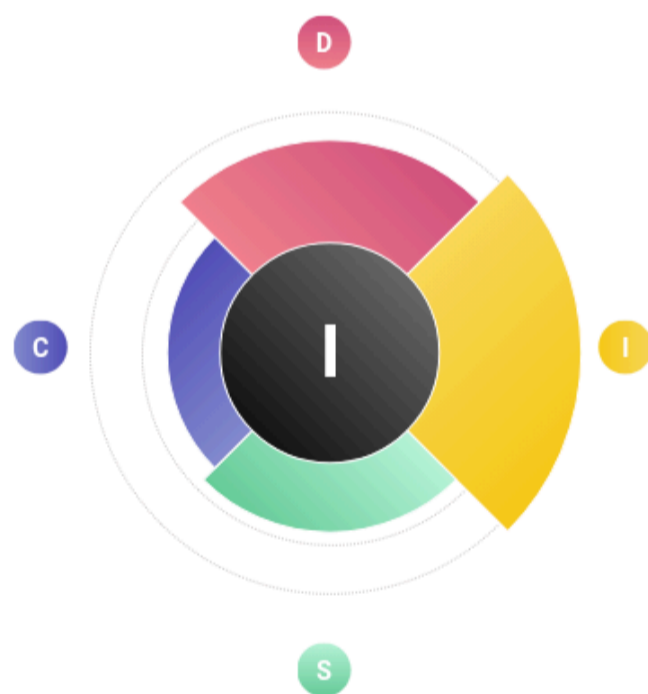
## You And Paul

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Paul'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.