



PEYTON BACKUS

Commander
DISC Type : D

AI Systems & GTM Engineering at Certa.ai
Barrie, Ontario, Canada

Overview

Peyton has no verified overview

Personality Overview

Decisive

Risk-Taker

Strong-Willed

They like to act fast and expect others to do the same. They are very proud of what they do. They like to be in a position where they can control the conversation and terms.

Topics They Care About

Peyton has no verified topics they care about

Media Appearances

Peyton has no verified media appearances

Work History

- 2-2026
AI Systems & GTM Engineering at Certa.ai
- 4-2025 - 2-2026
Head of Sales Development & Global SDR Operations at Certa.ai
- 10-2022 - 4-2025
Manager of Sales Development at Planful
- 1-2022 - 10-2022
Sales Development Representative at Planful
- 9-2019 - 12-2021
Personal Banking Specialist at TD

Education

- 2015 - 2019
Bachelor of Business Administration (BBA) from Conestoga College

More Information

Social Presence :



Prographics :

Exp : **11** Location : **Barrie, Ontario, Canada** Job Level : **N/A** Designation : **AI Systems & GTM Engineering at Certa.ai**

Insights For Selling To Peyton

👉 During A Call Or A Meeting

DO's

- Be respectful but crisp
- Make sure that you circle back fast on any action items, it wins their trust
- Speak about competitive differentiation that your product offers

DONT's

- Avoid being too verbose
- Don't be in a rush to invite them for a social meet and greet
- Do not hesitate from asking counter questions, just avoid challenging their authority

👉 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: Peyton, this is [user_fname] at [user_companynamewordstwowords].

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 Peyton is

- *Confidence in impact is paramount to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Peyton

- *If they decide not to go ahead, they will say no without hesitation.*

Insights For Deal Planning

How Fast (Or Slow) Will Peyton Move?

- *They can take decisions very fast if you manage to convince them.*

Can Peyton Take Some Risk Or Not?

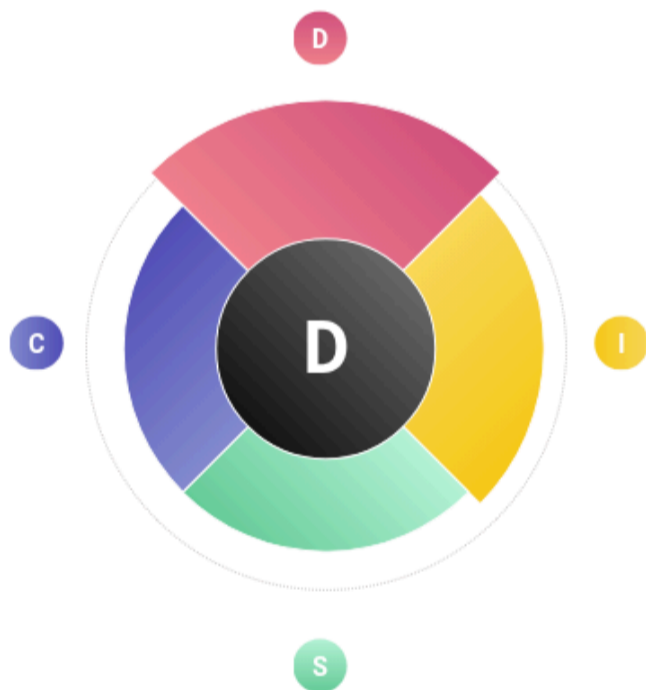
- *The risks don't matter much to them.*

You And Peyton

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Peyton'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.