



# PHILIP LY

**Critic**  
DISC Type : C

**CEO at Imagine Autos**  
Manchester, Connecticut, United States

## Overview

Philip has no verified overview

### 👉 Personality Overview

Precise      ROI Driven      Critic

They are quite likely to negotiate on pricing or other key terms. They don't appreciate bells and whistles unless backed by data. They prefer to do logical analysis and value evidence over emotions.

### 👉 Topics They Care About

Philip has no verified topics they care about

## Media Appearances

Philip has no verified media appearances

## Work History

- 1-2020  
CEO at Imagine Autos
- 1-2012  
CEO & Co-Founder at LESA Video Solutions
- 6-2008 - 7-2013  
Managing Partner at I Do Stream LLC
- 8-1998 - 9-2002  
CEO & Founder at Ultimate Shades
- 6-1998 - 9-2012  
Certified Consulting IT Specialist at IBM

## Education

- 2002 - 2006  
MBA from University of Connecticut School of Business
- 1992 - 1996  
Bachelor of Science (B.S.) from Rutgers University

## More Information

Social Presence :



Prographics :

Exp : 22 Location : **Manchester, Connecticut, United States** Job Level : **Leadership** Designation : **CEO at Imagine Autos**

## Insights For Selling To Philip

### 👉 During A Call Or A Meeting

#### DO's

- Keep some extra margin while sharing pricing, they are likely to negotiate later
- Don't forget to mention how you compare to competition on both features and pricing
- Leverage facts and figures wherever possible; use percentages, numbers etc.

#### DONT's

- Don't try too hard to build a relationship with them
- Make extra effort to not seem pushy or confrontational
- Avoid pushing them too much to involve other stakeholders unless it is critical

## 👉 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 Philip, this is [user\_fname] at [user\_companynamewithfirsttwowords].

**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:** Objective

*Example: Getting personalization right, '40% increase' etc.*

**Salutation:** Yes (Something usual)

*Example: Use 'Hi' or only the first name*

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make sense, shall we speak tomorrow?'*

**Complimentary Close:** None or formal

*Example: Something simple like 'Thanks', or nothing at all.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on allaying doubts and ROI

**Length of Mail:** Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Philip is

- *Strong evidence of ROI, effective pricing, and proven data points matter the most to them.*

Will you ever get a clear answer from Philip

- *It is not very hard for them to say no if they are not convinced about the decision.*

---

## Insights For Deal Planning

How Fast (Or Slow) Will Philip Move?

- *They are neither the fastest nor the slowest decision makers, they are somewhere in the middle.*

Can Philip Take Some Risk Or Not?

- *They can bear some risk if their analysis backs the decision.*

---

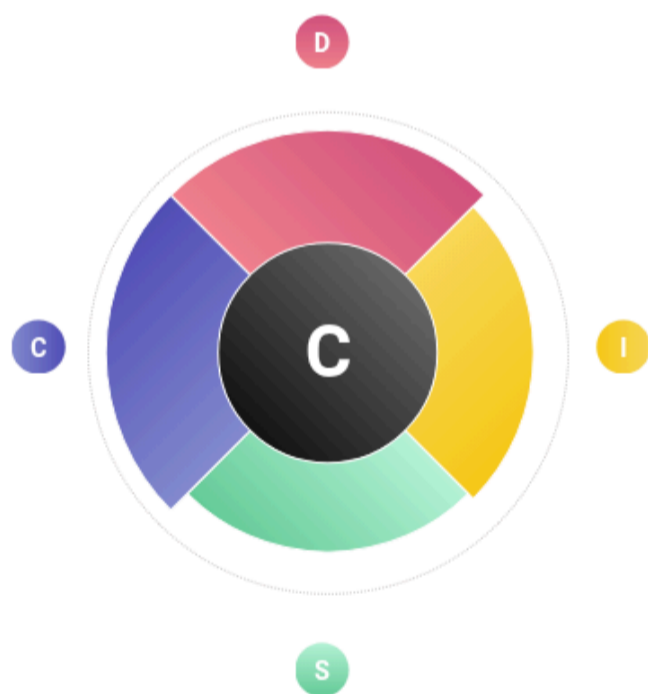
## You And Philip

### Personality Compatibility

Not enough data to show compatibility comparison

---

## DISC Profile : Philip'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.