



RAY FERNANDEZ

Doer
DISC Type : ds

Global Field Operations Director at BURN
Kenya

Overview

Ray has no verified overview

Personality Overview

Results Focused **Strategic Planner** **Risk-Accepting**

They might take some time to make their mind up but once they do, they don't change it easily. Reading between the lines and seeing beyond your words comes naturally to them. They exhibit a rare combination of being result-oriented but patient at the same time.

Topics They Care About

Ray has no verified topics they care about

Media Appearances

Ray has no verified media appearances

Work History

- 10-2022
Global Field Operations Director at BURN
- 8-2021 - 10-2022
Chief Operations Officer (COO) Africa at Kasha Global, Inc.
- 2-2019 - 8-2021
Director Supply Chain Management at Kasha Global, Inc.
- 3-2017 - 2-2019
Head Of Supply Chain Operations at M-KOPA Solar
- 9-2015 - 3-2017
Group Operations Manager / Country Manager Tanzania at Freight In Time Group

Education

Ray has no verified education history

More Information

Social Presence :



Prographics :

Exp : **34** Location : **Kenya** Job Level : **Mid-senior** Designation : **Global Field Operations Director at BURN**

Insights For Selling To Ray

👉 During A Call Or A Meeting

DO's

- During followups, use phone or text if needed, they should be fine
- Ask them at the end if they see a strong value prop in your product; expect an honest answer
- Stick to your standard pitch and qualifying script, don't try to wing it

DONT's

- Don't shy away from asking hard questions, but be extra polite
- Don't go over them unless you are left with no other option
- Avoid putting conscious effort into relationship-building

👉 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: Ray, 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, formal

Example: Personalized sales funnel', '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: Formally state your ask

Example: Something like 'If you are available tomorrow, shall we discuss this?'

Complimentary Close: None or standard

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

Tone of Words: Confident with a formal touch

Overall Messaging: Focused on output

Length of Mail: Short

Example: Maximum upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Ray is

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Ray

- *They will say no if they are not convinced but you will have to prompt them.*

Insights For Deal Planning

How Fast (Or Slow) Will Ray Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Ray Take Some Risk Or Not?

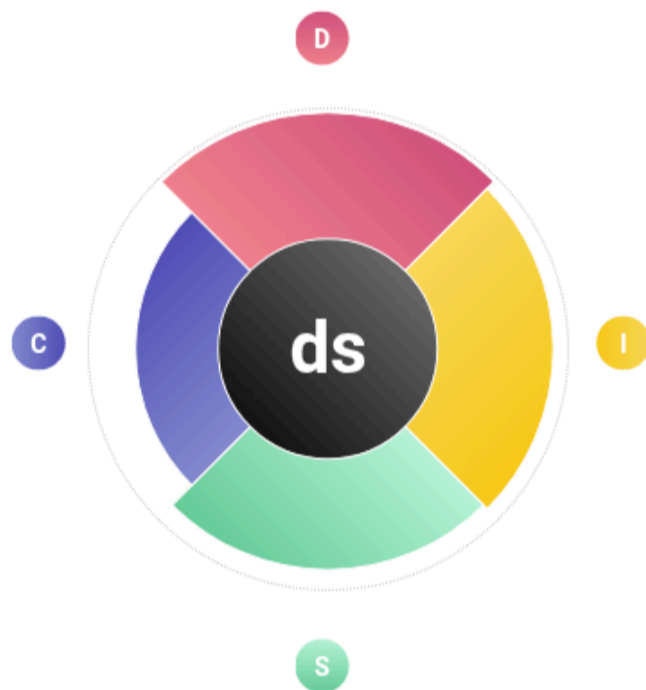
- *They have good risk tolerance but are likely to think it through once or twice.*

You And Ray

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Ray'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.

STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.