



# REASON P.

**Critic**  
DISC Type : C

**Director - Strategy and Corporate Development at Quorum Software**  
Dallas, Texas, United States

## Overview

Reason has no verified overview

### 👉 Personality Overview

**Negotiator**      **Information Seeker**      **ROI Driven**

It is very likely that they will negotiate pricing or other important terms. They prefer to do logical analysis and value evidence over emotions. Unless the value is proven by data, they are unlikely to value fancy features.

### 👉 Topics They Care About

Reason has no verified topics they care about

## Media Appearances

Reason has no verified media appearances

## Work History

- 11-2025  
Director - Strategy and Corporate Development at Quorum Software
- 6-2025 - 11-2025  
Director of Customer Success at Quorum Software
- 10-2021 - 6-2025  
Senior Manager - Customer Success at Quorum Software
- 5-2013 - 8-2013  
SCMP Intern at Halliburton

## Education

- 2010 - 2014  
Bachelor of Engineering (B.E.) from Oklahoma State University
- 2006 - 2010  
Education details unavailable from Jesuit Dallas

## More Information

Social Presence :



## Prographics :

Exp : 4 Location : **Dallas, Texas, United States** Job Level : **Mid-senior**

Designation : **Director - Strategy and Corporate Development at Quorum Software**

## Insights For Selling To Reason

### 👉 During A Call Or A Meeting

#### DO's

- If you can, show them industry reports or analyst comments instead of sharing anecdotal stories
- Be ready for penetrating questions and critical examination of your pitch
- Keep some extra margin while sharing pricing, they are likely to negotiate later

#### DONT's

- Avoid phrases like 'trust me', 'others just love' etc.
- Make extra effort to not seem pushy or confrontational
- Don't try to give too many examples of other users, they like to make their own decisions

## 👉 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 Reason, 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:** 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 Reason is

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

Will you ever get a clear answer from Reason

- *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 Reason Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Reason Take Some Risk Or Not?

- *They can take risks if their analysis shows that it would be worth it.*

---

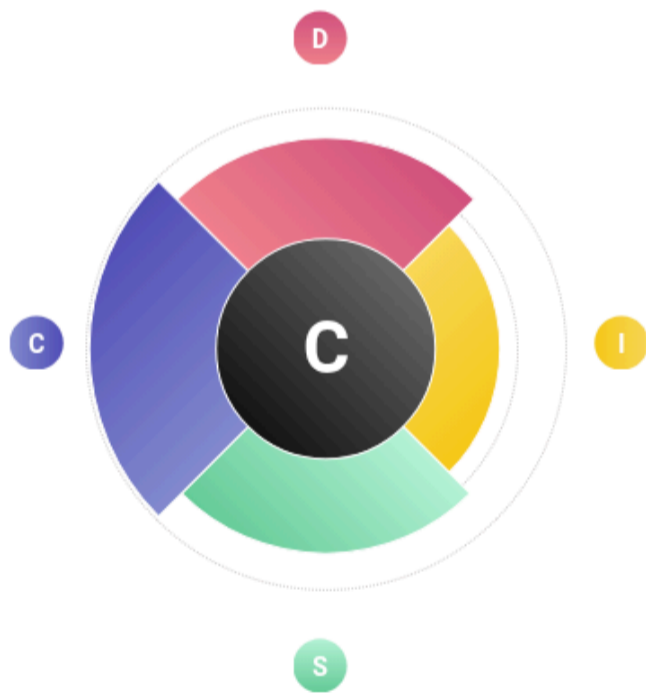
## You And Reason

### Personality Compatibility

Not enough data to show compatibility comparison

---

## DISC Profile : Reason'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.