



# RICH BONNEY

**Observer**  
DISC Type : ci

**Principal at RB Lean Operations and Leadership Development**  
Peoria, Arizona, United States

## Overview

Rich has no verified overview

### 👉 Personality Overview

Curious    Assertive    Example Seeker

They are likely to ask many questions and look heavily for supporting information. They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They are generally strong communicators and are not easy to convince.

### 👉 Topics They Care About

Rich has no verified topics they care about

## Media Appearances

Rich has no verified media appearances

## Work History

- 2-2017  
Principal at RB Lean Operations and Leadership Development
- 12-2015 - 1-2017  
Vice President of Operations at Soft-Lite Windows and Doors
- 1-2015 - 12-2015  
Director Carlex Operating System at Carlex
- 10-2006 - 1-2015  
Lean Manufacturing Manager at Guardian Industries
- 4-2001 - 9-2006  
Vice President of Operations at Soft-Lite LLC

## Education

Rich has no verified education history

## More Information

Social Presence :



Prographics :

Exp : 30 Location : Peoria, Arizona, United States Job Level : Senior

Designation : Principal at RB Lean Operations and Leadership Development

## Insights For Selling To Rich

### 👉 During A Call Or A Meeting

#### DO's

- Help them understand the risk aspect fully while inspiring confidence
- Build rapport, it will come handy to handle hard questions later
- Invite them for a social do but don't rely solely on the relationship

#### DONT's

- Don't brush off any concerns, take all questions seriously
- Don't try to rush them into a decision, provide all necessary information first
- Don't be too objective but make sure to pad your storytelling with data points

## 👉 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 Rich, 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:** Exciting but objective

*Example: Making it personalized', 'Changing how to sell' etc.*

**Salutation:** Yes ( Something usual)

*Example: Use 'Hi' (along with the first name)*

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Logically summarize, keep high energy

*Example: Something like 'If these points make it clear, lets wrap this up at 11am?'*

**Complimentary Close:** Unique or standard

*Example: Something like 'Looking forward!', 'To new beginnings!' etc.*

**Tone of Words:** Confident, informational

**Overall Messaging:** Focused on generating excitement while staying objective

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Rich is

- *Proven value, strong testimonials are important to them, relationships will have some weightage.*

Will you ever get a clear answer from Rich

- *They are practical yet friendly, don't expect a clear no very often.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Rich Move?

- *They like to analyze well and can take their time to reach any decisions.*

Can Rich Take Some Risk Or Not?

- *They evaluate their decisions systematically and are less likely to take risks.*

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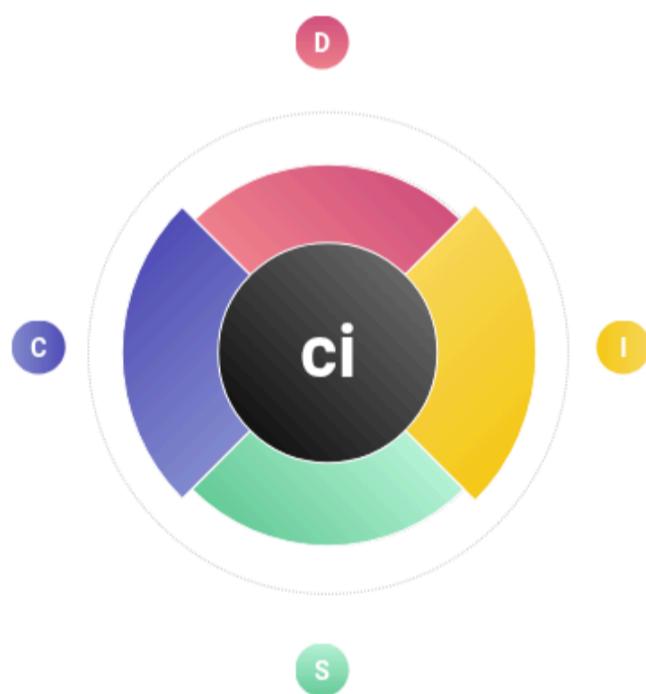
## You And Rich

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Rich'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.

### 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.