



## RICH CULLEN

**Wildcard**  
DISC Type : sic

**Vice President, Inter-Plan Solutions at Blue Cross Blue Shield Association**  
Greater Chicago Area, United States

### Overview

Rich has no verified overview

#### Personality Overview

**ROI Driven**      **Curious But Skeptical**      **Friendly But Slow**

They are often friendly and nice, but can sometimes surprise you with their piercing questions. They typically tend to be late adopters even when they seem friendly and excited about what you have to sell. They are unlikely to ever become strong champions even when the conversations are going well; you should focus on cultivating other champions.

#### Topics They Care About

Rich has no verified topics they care about

### Media Appearances

Rich has no verified media appearances

### Work History

- 7-2019  
Vice President, Inter-Plan Solutions at Blue Cross Blue Shield Association
- 1-2011 - 7-2019  
Executive Director, Commercial Markets at Blue Cross Blue Shield Association
- 2-2007 - 12-2010  
Managing Director, National Programs at Blue Cross Blue Shield Association

### Education

- Bachelor of Arts - BA from University of Illinois Urbana-Champaign

### More Information

Social Presence :





## Prographics :

Exp : **19** Location : **Greater Chicago Area, United States** Job Level : **Senior**

Designation : **Vice President, Inter-Plan Solutions at Blue Cross Blue Shield Association**

## Insights For Selling To Rich

### 👉 During A Call Or A Meeting

#### DO's

- Persuade objectively how your product will help them achieve their goals
- Invite them for a social do but don't rely solely on the relationship
- Ask them questions to understand their needs better while staying affable

#### DONT's

- Avoid phrases like 'trust me', 'you will just love it' etc.
- Don't overhype the product/pitch, keep it measured
- Do not sound overly eager, modulate your energy levels especially if you are generally enthusiastic

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

**Pace:** Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

**Tone:** Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

**Tactics To Win:** Use of social proof, FOMO, repeating their name

**Mistakes To Avoid:** Strong words, over-confidence, informal language

**Making The Ask:** Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

**Subconscious Driver:** They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

### Script

**Greeting:** Good morning/evening Rich, how are you? This is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

**Introduction:** My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

**Ask:** Rich, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

**Close:** If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect\_email]?

## 👉 When Writing An Email

**Subject:** Personalized, clear

*Example: John, let's close this tomorrow?', 'You will get this!' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi', 'Hello' etc. (along with the first name)*

**Greeting:** Yes (Say something usual)

*Example: Say something usual and friendly, like 'It's a real pleasure'*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Close on a positive note

*Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'*

**Complimentary Close:** Unique, pleasant

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

**Tone of Words:** Friendly, exciting

**Overall Messaging:** Focused on social proof

**Length of Mail:** Medium

*Example: Ideally upto 130-150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Rich is

- *Clear proof of product value matters to them, followed by others' testimonials and rapport.*

Will you ever get a clear answer from Rich

- *They are likely to give you a clear answer without taking you around in circles. However, if you share a good relationship, they might not be so forthcoming.*

## Insights For Deal Planning

How Fast (Or Slow) Will Rich Move?

- *They like to perform full analysis and can take time to make any decision.*

Can Rich Take Some Risk Or Not?

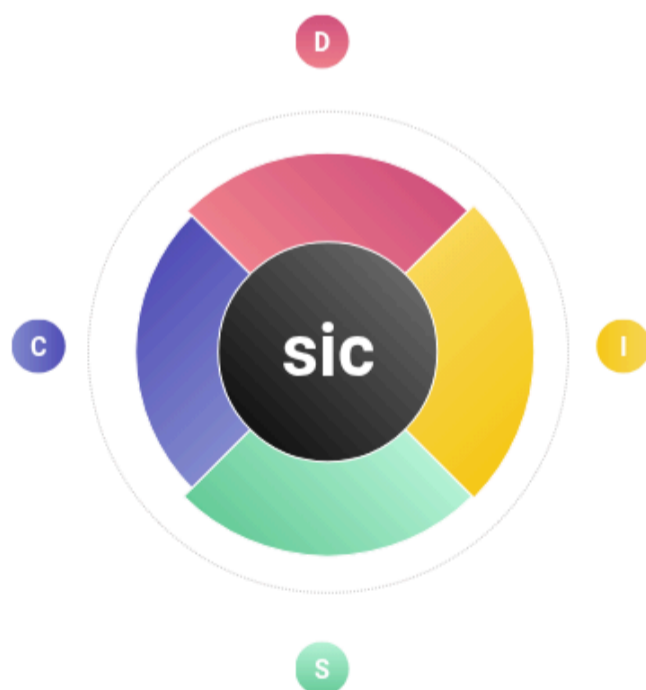
- *They weigh all decisions systematically and are unlikely to take many risks.*

## You And Rich

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Rich's Key Traits



### 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.

### 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.

### 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.