



## RICH NEAL

**Enthusiast**  
DISC Type : i

**General Manager at Microsoft**  
Sammamish, Washington, United States

### Overview

Rich Neal is a General Manager at Microsoft, where he focuses on operations, change management, and learning and development. He is a strategic leader skilled at guiding organizations through technological transitions, ensuring positive outcomes and quantifiable results for global and domestic initiatives.

As a passionate Inclusion Champion, Rich is deeply committed to diversity in the tech industry. He actively mentors young students and is involved with organizations like the National Black MBA Association to support the advancement of Black professionals and future leaders.

He once shared the stage with Nick Cannon at a Microsoft event to inspire hundreds of young, Black students about opportunities in technology.

### Personality Overview

**Optimistic**

**Story Driven**

**Non-Confrontational**

Unlike D or C types, they are convinced more by stories and testimonials. They are generally friendly, so be careful when relying on their word. They prefer to build relationships rather than staying totally transactional.

### Topics They Care About

#### **Diversity in Tech**

As a self-described "Inclusion Champion," he actively advocates for diversity through posts and speaking engagements aimed at encouraging underrepresented groups in technology.

#### **Youth Mentorship**

Demonstrates a passion for guiding the next generation by speaking at events like MANCODE to inspire young, Black students about careers in technology.

#### **Change Management**

His expertise lies in strategically leading individuals, teams, and organizations through significant change efforts driven by technological innovation.

### Professional Advancement

His attendance and promotion of the National Black MBA Association (NBMBA) conference highlights his interest in career growth and networking for professionals.

### Operations Leadership

A core part of his career, focusing on creating clear global strategies for operational areas like release, learning, and process management to achieve successful results.



## Media Appearances

Rich has no verified media appearances

## Work History

- 3-2021  
General Manager at Microsoft
- 8-2012 - 3-2021  
Senior Director at Microsoft
- 8-2010 - 8-2012  
Director at Microsoft
- 8-2006 - 8-2010  
Group Program Manager at Microsoft
- 4-2003 - 8-2006  
Global Program Manager at Microsoft

## Education

Rich has no verified education history

## More Information

### Social Presence :



### Prographics :

Exp : 27 Location : **Sammamish, Washington, United States** Job Level : **Senior** Designation : **General Manager at Microsoft**

# Insights For Selling To Rich

## 👉 During A Call Or A Meeting

### DO's

- Invite them for a lunch or a drink/coffee
- Compliment them about their personality if you get a chance
- Speak from experience about success that the product has seen with other customers

### DONT's

- Avoid overloading them with too much information
- Don't be critical or challenge them openly, they can react defensively
- Don't be too formal with them, they trust informality more

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

**Pace:** Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

**Tone:** Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

**Tactics To Win:** Giving social proof, personal rapport, usage of superlatives, repeating their name.

**Mistakes To Avoid:** Information overload, use of negations

**Making The Ask:** Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

**Subconscious Driver:** They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

### Script

**Greeting:** Hey Rich, [user\_fname] here at [user\_companynamewordstwowords] calling you this morning/evening!

**Opener:** Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

**Introduction:** We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

**Ask:** Rich, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

**Close:** So morning at around [time] next [tuesday], shall we say? And is it [prospect\_email]? Don't want to get that wrong you know!

## 👉 When Writing An Email

**Subject:** Personalized, catchy

*Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.*

**Salutation:** Yes (Something casual)

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

**Greeting:** Yes (Say something interesting/unusual)

*Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Build excitement

*Example: Something like 'So John, lets get the ball rolling?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Excited!', 'To a great partnership!' etc.*

**Tone of Words:** Friendly, first-person

**Overall Messaging:** Focused on the person and relationship

**Length of Mail:** Long

*Example: Maximum upto 150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Rich is

- *Relationship and rapport are valuable for them, but so is proven product value.*

Will you ever get a clear answer from Rich

- *They will hardly ever say a direct no.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Rich Move?

- *Even when they are constantly engaged, they do not reach decisions quickly.*

Can Rich Take Some Risk Or Not?

- *They can take some low-probability risks if needed.*

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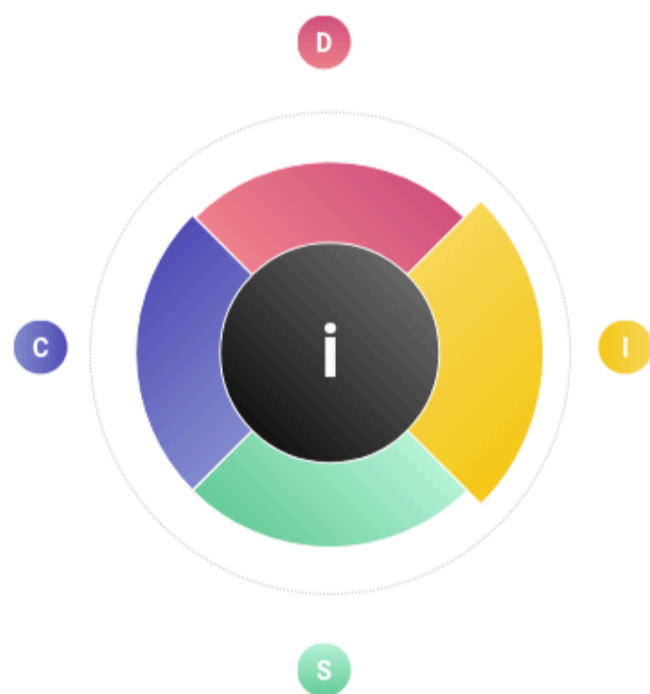
## You And Rich

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Rich's Key Traits



### 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.