



ROB LEE

Observer
DISC Type : ci

Co-Founder at Choose Your Horizon
Los Angeles Metropolitan Area, United States

Overview

Rob Lee is the Co-Founder of Choose Your Horizon, leveraging his extensive background in business development and operations from the health and wellness sector. His experience includes director-level positions at Lifes2good. He holds a Post Graduate Diploma from the Irish Management Institute.

Rob is fundamentally driven by a passion for helping people and advancing mental health solutions. He finds motivation in the positive feedback from clients and actively shares his companys mission to help as many individuals as possible with addiction recovery through modern telehealth platforms.

He was a featured guest on entrepreneur David Meltzers podcast to discuss the future of telehealth in addiction recovery.

Personality Overview

Example Seeker **Assertive** **Value Driven**

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. They are likely to ask many questions and look heavily for supporting information.

Topics They Care About

- Mental Health Advocacy**
Co-founded a company focused on making addiction recovery more accessible, stating that helping people is his primary passion.
- Telehealth Innovation**
Appeared on a podcast to discuss the significant role and future of telehealth in the field of addiction recovery, showcasing his forward-thinking approach.
- Startup Fundraising**
Actively communicates with and secures funding from angel investors to grow his company and expand its impact.

Business Development

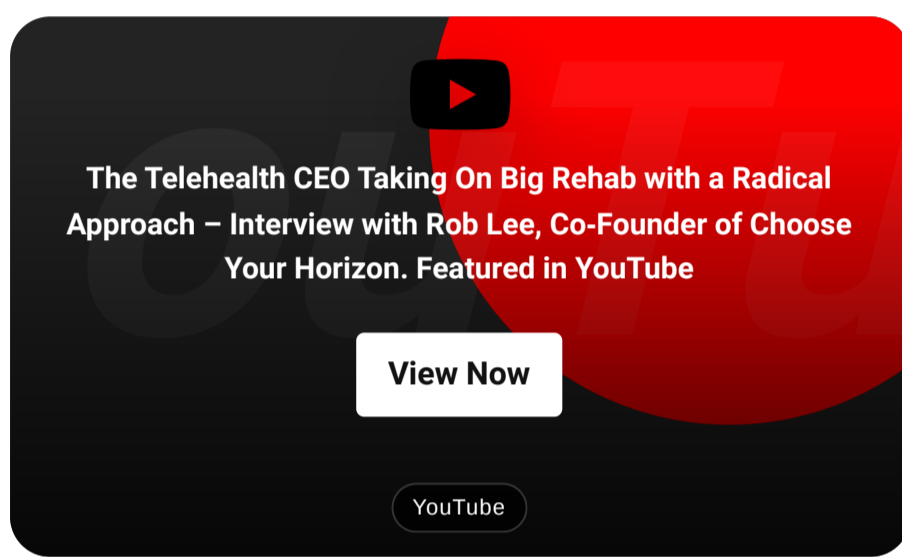
His career includes serving as Director of Business Development & Operations, indicating a strong background in scaling and managing business growth.

Health & Wellness

Previously managed operations for leading health supplements like Amberen and Viviscal, demonstrating a long-standing career in the consumer wellness industry.



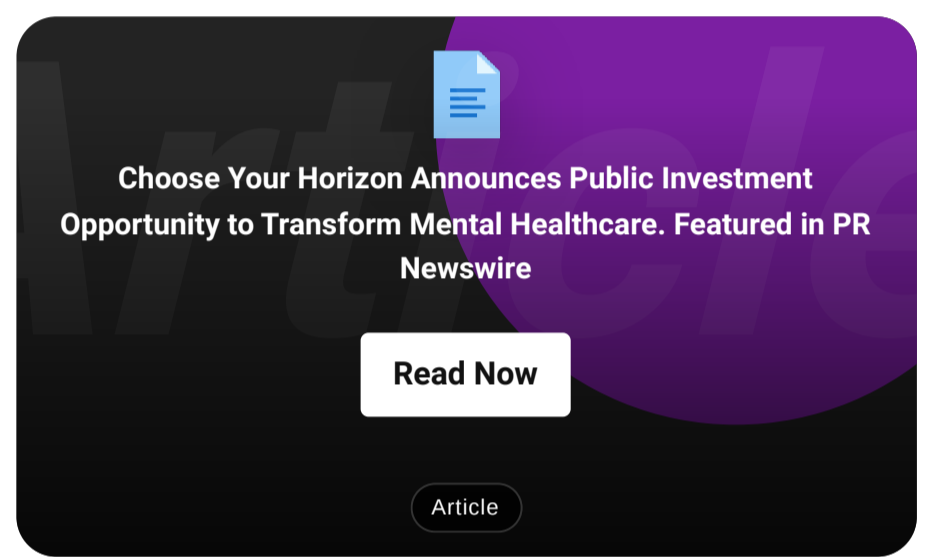
Media Appearances



The Telehealth CEO Taking On Big Rehab with a Radical Approach – Interview with Rob Lee, Co-Founder of Choose Your Horizon. Featured in YouTube

[View Now](#)

YouTube



Choose Your Horizon Announces Public Investment Opportunity to Transform Mental Healthcare. Featured in PR Newswire

[Read Now](#)

Article

Work History

- 11-2021
Co-Founder at Choose Your Horizon
- 1-2018
Director, Business Development & Operations at Lifes2good
- 1-2018 - 1-2020
Director of Operations And Business Development at Amberen
- 6-2014 - 12-2017
Operations Manager, North America at Lifes2good
- 12-2013 - 12-2017
Operations Manager at Viviscal Hair Growth Program

Education

- 2013 - 2015
Post Graduate Diploma from Irish Management Institute
- 2011 - 2012
Bachelor's degree from Prifysgol Cymru Y Drindod Dewi Sant / University of Wales Trinity Saint David

More Information

Social Presence :



Prographics :

Exp : **12** Location : **Los Angeles Metropolitan Area, United States** Job Level : **Leadership**

Insights For Selling To Rob

👉 During A Call Or A Meeting

DO's

- Focus on immediate action-items rather than the larger goals
- Use phrases like 'clear proof that', 'data shows' etc.
- Help them realize that there is no personal risk in making this decision

DONT's

- Don't rely excessively on your relationship with them to win the deal
- Avoid making offhand commitments
- Don't brush off any concerns, take all questions seriously

👉 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 Rob, 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: 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 Rob is

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

Will you ever get a clear answer from Rob

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

Insights For Deal Planning

How Fast (Or Slow) Will Rob Move?

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

Can Rob Take Some Risk Or Not?

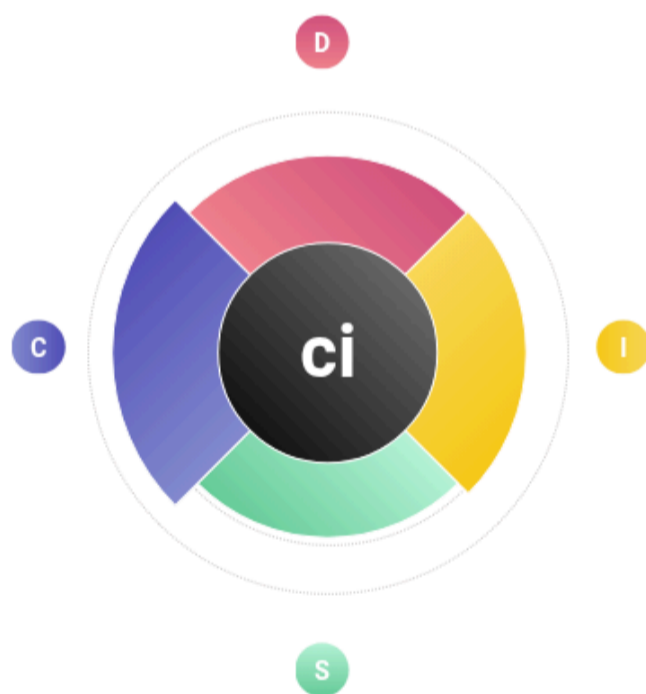
- *They evaluate their decisions systematically and are less likely to take risks.*

You And Rob

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Rob'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.