



ROB SANFORD

Examiner

DISC Type : cs

Vice President Account Executive at Alliant Insurance Services

Knoxville, Tennessee, United States

Overview

Rob is a Vice President and Account Executive at Alliant Insurance Services, specializing in insurance and risk management. With a background in commercial property and casualty insurance, he leverages his Bachelor of Business Administration from the University of Mississippi. Colleagues have described him as motivated, proactive, and crucial to their partnerships.

Personality Overview

Tough To Convince

Overcautious

Process Oriented

They tend to have clarity about their needs and constraints, and are unlikely to over-promise. The only way to convince them is by showing them examples and ample proof. Being observant comes to them naturally.

Topics They Care About

E&S Partnerships

He recently posted about the critical importance of strong Excess & Surplus lines partnerships, especially in a hard market environment.

Cyber Risk

Shared a podcast from his company discussing the complex implications of cyber-attacks that go beyond simple ransomware, highlighting business disruption.

Workers Compensation

Previously served as the designated marketing contact for a "Pay as you Go" Workers Compensation program, indicating specialized knowledge in this area.

Auto Racing

Has posted content suggesting a strong interest in motorsports, using emojis of a race car, checkered flag, and a first-place medal.

Ole Miss Football

[Predicted] As an alumnus of the University of Mississippi, he likely follows the Ole Miss Rebels football team.



Media Appearances

Rob has no verified media appearances

Work History

- 4-2023
Vice President Account Executive at Alliant Insurance Services
- 1-2021 - 4-2023
Assistant Vice President, Account Executive at Alliant Insurance Services
- 9-2018 - 1-2021
Senior Client Services at Willis Towers Watson
- 6-2013 - 9-2018
Middle Market Broker at Willis Towers Watson
- 9-2009 - 6-2013
Marketing Representative at Appalachian Underwriters

Education

- 2002 - 2007
Bachelor of Business Administration from University of Mississippi

More Information

Social Presence :



Prographics :

Exp : **18** Location : **Knoxville, Tennessee, United States** Job Level : **Leadership**

Designation : **Vice President Account Executive at Alliant Insurance Services**

Insights For Selling To Rob

👉 During A Call Or A Meeting

DO's

- First of all, focus on building their confidence by sharing examples, case studies etc.
- Expect them to be vague in response to your questions, ask firmly and pointedly
- Spend time addressing concerns around risk and change, they will have them even if they don't express them

DONT's

- Avoid getting into storytelling mode, especially when they ask specific questions
- Don't push them too hard to make fast decisions, give them time
- Don't be very accepting if that is your natural style, stay firm

👉 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: Precise

Example: Measurable results', '6.2% more sales' etc.

Salutation: Yes (Something formal)

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

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'I hope that you are doing well' etc.

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'

Complimentary Close: Formal

Example: Something simple like 'Thanks', 'Regards' etc.

Tone of Words: Objective, informational

Overall Messaging: Focused on removing doubts

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Rob is

- For them, low risk and acceptance by others are very important, followed by proof of ROI.

Will you ever get a clear answer from Rob

- They don't say no often, they push out the decisions or keep going around in circles.

Insights For Deal Planning

How Fast (Or Slow) Will Rob Move?

- They do not like to take decisions in a hurry, so they could be slow in making their mind up.

Can Rob Take Some Risk Or Not?

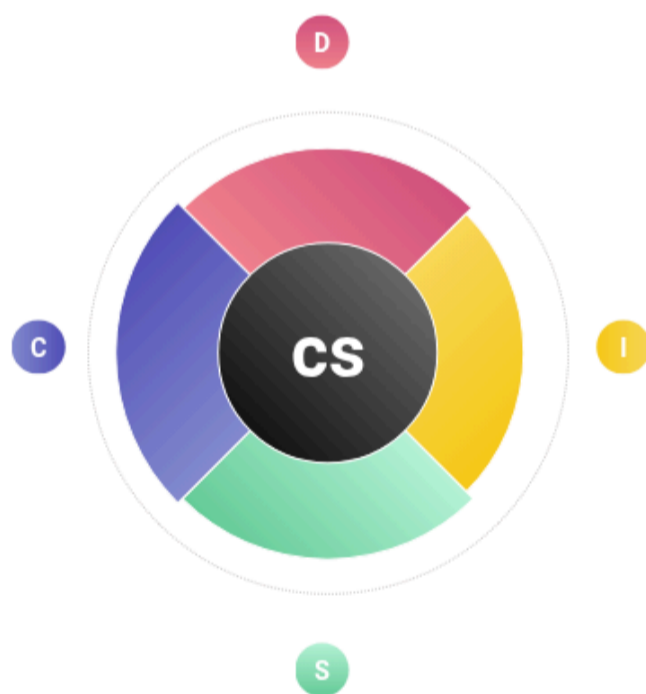
- They are low on risk-appetite and prefer to make informed decisions.

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.

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.