



ROB T.

Supporter
DISC Type : s

Founder & Principal Consultant at Selligence
Dallas, Texas, United States

Overview

Rob T. is the Founder of Selligence, a private intelligence practice that helps organizations identify and overcome growth barriers. With 20 years of experience, he previously tripled enrollment as VP of Sales at Prominence Health Plan by creating an innovative sales model. He attended Oral Roberts University.

Based in the Dallas-Fort Worth area, Rob demonstrates a strong interest in supporting community and mission-driven organizations. His consultancy specifically caters to startups, nonprofits, and churches, aligning with his personal interest in causes like Meals on Wheels America.

He uses a unique, free diagnostic called a "Clarity Session" to pinpoint the single biggest obstacle in the way of a teams growth.

Personality Overview

- Slow To Decisions
- Risk-averse
- Social Proof Driven

They get along well with all people. They usually go by the book, following all rules and procedures. Their decisions are defined by the possible value that they can bring to the organization.

Topics They Care About

- Growth Diagnostics**
His entire firm, Selligence, is built on a model of diagnosing the "wall" in the way of a company's growth and delivering specific, actionable solutions.
- Innovative Sales Models**
He believes growth comes from "smarter systems" and has a history of building unique sales strategies that defy market norms, which tripled enrollment in a past role.
- Nonprofit Growth**

He explicitly offers his firm's diagnostic services to nonprofits and churches and has a stated interest in community-focused organizations like Meals on Wheels America.

AI in Consulting

His company, Selligence, offers "custom AI skill packs" as part of its engagements, showing an interest in applying artificial intelligence to solve business problems.

Organizational Culture

He believes that "culture is a sales strategy" and that changing how people see their own value is key to transforming what a team can achieve.

Dallas Cowboys

[Predicted] As a professional based in the Dallas-Fort Worth area, he likely follows major local sports teams.



Media Appearances

Rob has no verified media appearances

Work History

- 1-2026
Founder & Principal Consultant at Selligence
- 5-2019
VP of Sales at Prominence Health Plan
- 8-2016 - 2-2019
Sales Director at Providence Health Plan

Education

- Education details unavailable from Oral Roberts University

More Information

Social Presence :



Prographics :

Exp : **9** Location : **Dallas, Texas, United States** Job Level : **Leadership**

Designation : **Founder & Principal Consultant at Selligence**

Insights For Selling To Rob

👉 During A Call Or A Meeting

DO's

- Show willingness to accommodating their needs or requests
- Focus your pitch on the impact that you could help them have on their organization
- If possible, connect them to existing customers

DONT's

- Don't don the salesperson avatar, be the friendly advisor instead
- Don't keep pushing them for a straight answer, just make your own conclusions
- Don't rush them to make quick decisions

👉 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 Rob, 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: Rob, 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: Formal

Example: Discussion regarding next steps', 'Humantic AI and sales conversion' etc.

Salutation: Yes (Something formal)

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

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'Thanks for taking the time' etc.

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Simply lay out the next steps

Example: Something like 'Would you be available to speak tomorrow?'

Complimentary Close: Formal

Example: Something standard like 'Warm regards', 'Best wishes' etc.

Tone of Words: Friendly, second-person

Overall Messaging: Focused on social proof and process

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Rob is

- *Low risk, approval of other stakeholders and successful process-based evaluation are most important for them.*

Will you ever get a clear answer from Rob

- *They don't say no very often, and can take you around in circles sometimes.*

Insights For Deal Planning

How Fast (Or Slow) Will Rob Move?

- *They do not like to rush, so they could be slow in making decisions.*

Can Rob Take Some Risk Or Not?

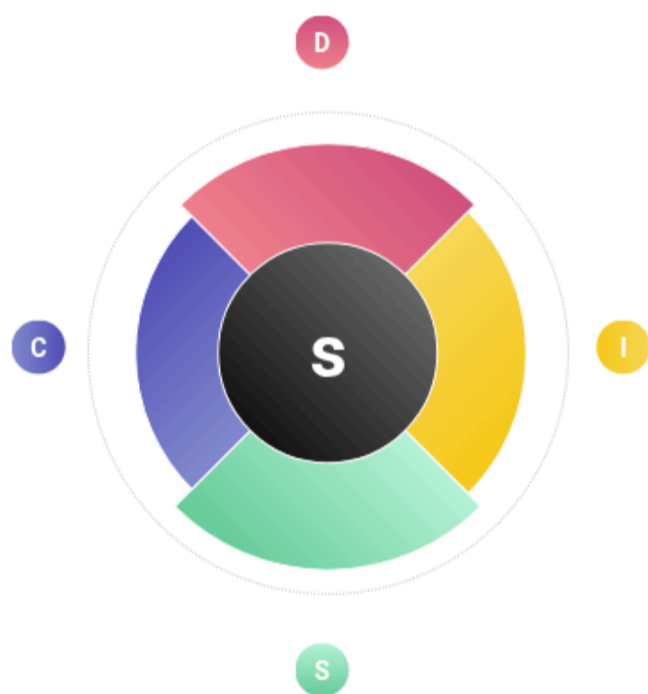
- *They rarely take risks and prefer making decisions supported by others.*

You And Rob

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Rob'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.