



ROBERT OSBORN

Enigma
DISC Type : cid

Director, Broadband Consumer Programs and Carrier Oversight at California Public Utilities Commission
Sacramento, California, United States

Overview

Robert has no verified overview

👉 Personality Overview

- Friendly Yet Blunt
- Fast Follower
- Challenger

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 proof as well as information.

👉 Topics They Care About

Robert has no verified topics they care about

Media Appearances

Robert has no verified media appearances

Work History

- 2-2025
Director, Broadband Consumer Programs and Carrier Oversight at California Public Utilities Commission
- 1-2020 - 2-2025
Director, Communications Division at California Public Utilities Commission
- 1-2019 - 1-2020
Senior Policy Advisor, Communications Division at California Public Utilities Commission
- 1-2012 - 10-2017
Executive Staff at California Broadband Council
- 7-2011 - 1-2012
President & CEO at shibuya-tv, LLC

Education

- 2002 - 2002
Executive Education from Stanford University Graduate School of Business
- 1991 - 1993
Master's of International Affairs from UC San Diego School of Global Policy and Strategy (GPS)

More Information

Social Presence :



Prographics :

Exp : **19** Location : **Sacramento, California, United States** Job Level : **Mid-senior**

Designation : **Director, Broadband Consumer Programs and Carrier Oversight at California Public Utilities Commission**

Insights For Selling To Robert

👉 During A Call Or A Meeting

DO's

- Be prepared for a mix of questions and inquisitiveness, answer them in the tone in which they have been asked
- Use phrases like 'clear evidence', 'data-based results' etc.
- Leverage 'negging', or the art of asking negative questions like "you must not be convinced yet..."

DONT's

- Don't try to rush them into a decision, provide all necessary information first
- Don't rely excessively on your relationship with them to win the deal even if you come to form one
- Avoid long presentations and just 'high-level' value proposition, dive into the details

👉 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 Robert, 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 Robert is

- *Proven value, strong objective evidence are important for them, rapport can impact decisions a little.*

Will you ever get a clear answer from Robert

- *They are practical and friendly, but can give a clear response with a little prodding*

Insights For Deal Planning

How Fast (Or Slow) Will Robert Move?

- *They like to be detailed, so unless they develop strong conviction, they can take their time to arrive at decisions*

Can Robert Take Some Risk Or Not?

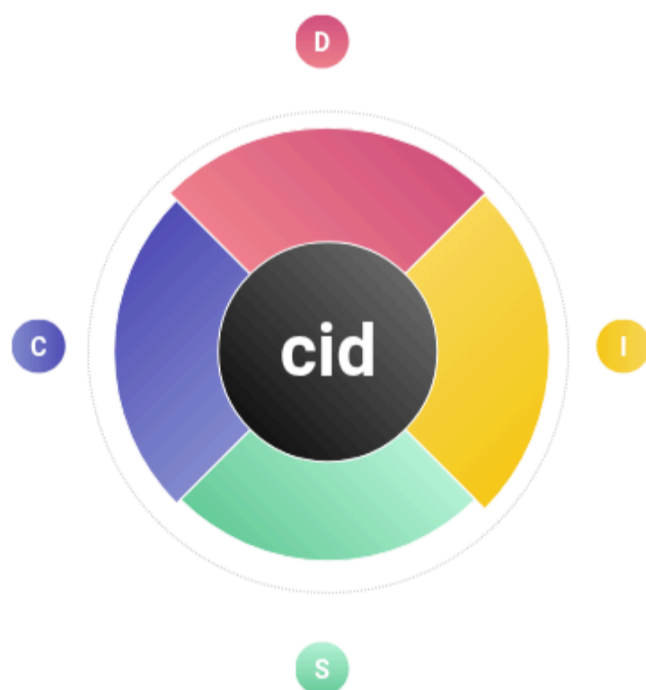
- *They evaluate their decisions systematically and do not take risks that often, unless you can get them to develop strong conviction*

You And Robert

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Robert'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.

DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.