



ROBERTO BALDERAS

Critic
DISC Type : C

Subdirector Soporte Operativo Centro de Contacto at AFIRME Grupo Financiero
Monterrey, Nuevo León, Mexico

Overview

Roberto is a Subdirector at AFIRME Grupo Financiero with over 18 years of experience administering IT systems for contact centers. He focuses on implementing technology to enhance efficiency in collections, telemarketing, and customer service. He holds a Masters degree in IT Management from Universidad Tecmilenio.

He recently earned a certification in ChatGPT, showing a keen interest in applying new AI technologies to solve business challenges.

👉 Personality Overview

Information Seeker Critic Precise

It is very likely that they will negotiate pricing or other important terms. They prefer to do logical analysis and value evidence over emotions. Unless the value is proven by data, they are unlikely to value fancy features.

👉 Topics They Care About

AI in Customer Service
He recently obtained a ChatGPT certification and posts about AfiBot, indicating a focus on applying AI like chatbots to improve contact center operations.

Contact Center Efficiency
His primary role involves implementing technological projects and administering applications to make collections and customer service operations more efficient.

Future Strategic Planning
He is involved in forward-looking strategy, as shown by his social media post about planning for "RETOS 2026" (2026 Challenges) at AFIRME Grupo Financiero.

Systems Administration

His experience includes managing key contact center technologies, such as predictive dialing systems, call distribution (CMS), and call recording (WFO) systems.

Monterrey Sports

[Predicted] Based on his professional location in Monterrey, he may follow local soccer teams like Tigres UANL or C. F. Monterrey (Rayados).



Media Appearances

Roberto has no verified media appearances

Work History

- 10-2008
Subdirector Soporte Operativo Centro de Contacto at AFIRME Grupo Financiero
- 10-2008
Subdirector Centro de Contacto at AFIRME Grupo Financiero
- 10-2008
Gerente de Medición y Control at AFIRME Grupo Financiero
- 10-2008
Jefe de Sistemas Operativos de Call Center at AFIRME Grupo Financiero
- 10-2008
Predictive Dialer Manager at Former AIG

Education

- 2013 - 2014
Maestría Gestión de Tecnologías de la Información from Universidad Tecmilenio
- 2014 - 2014
Diplomado Desarrollo de Habilidades Gerenciales from Canaco Monterrey

More Information

Social Presence :



Prographics :

Exp : **22** Location : **Monterrey, Nuevo León, Mexico** Job Level : **Middle**

Designation : **Subdirector Soporte Operativo Centro de Contacto at AFIRME Grupo Financiero**

Insights For Selling To Roberto

👉 During A Call Or A Meeting

DO's

- Use phrases like 'expect X% improvement', 'data clearly shows' etc.
- Be ready to answer many clarity-seeking questions and requests for information
- Keep some extra margin while sharing pricing, they are likely to negotiate later

DONT's

- Don't try too hard to build a relationship with them
- Don't try to give too many examples of other users, they like to make their own decisions
- Don't give superficial answers, they are easily rattled by them

👉 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 Roberto, 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: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

Example: Something simple like 'Thanks', or nothing at all.

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Roberto is

- *Strong evidence of ROI, effective pricing, and proven data points matter the most to them.*

Will you ever get a clear answer from Roberto

- *It is not very hard for them to say no if they are not convinced about the decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Roberto Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Roberto Take Some Risk Or Not?

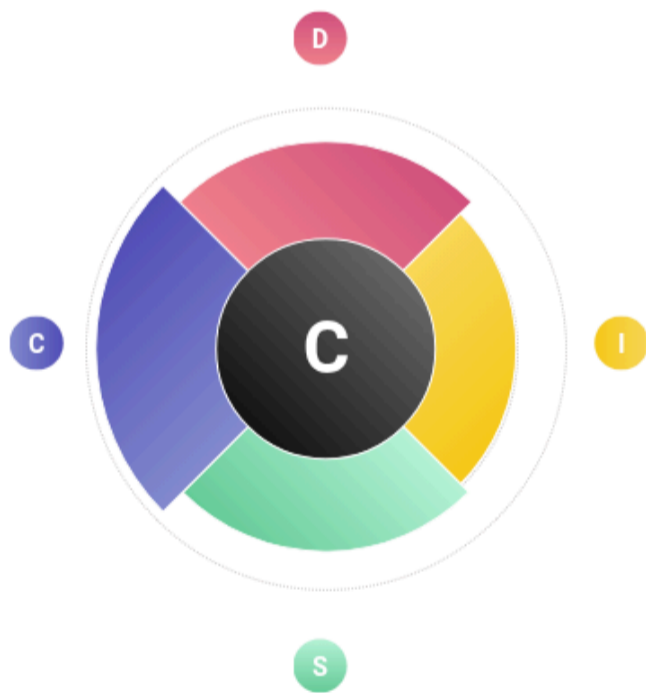
- *They can take risks if their analysis shows that it would be worth it.*

You And Roberto

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Roberto'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.