



ROBERTO LAGO

Critic
DISC Type : C

Product Owner: 2017 – 2022, Functional Lead 2022 - 2024 at ICF
Austin, Texas, United States

Overview

Roberto has no verified overview

👉 Personality Overview

Information Seeker **ROI Driven** **Critic**

It is very likely that they will negotiate pricing or other important terms. They prefer to analyze logically and value objective facts over emotions. Unless the value is proven by data, they are unlikely to value fancy features.

👉 Topics They Care About

Roberto has no verified topics they care about

Media Appearances

Roberto has no verified media appearances

Work History

- 3-2017
Product Owner: 2017 – 2022, Functional Lead 2022 - 2024 at ICF
- 9-2012 - 3-2014
Sr. Business Analyst / Project Manager: 2010 - 2012 at ICF
- 4-2012 - 3-2017
Functional Lead 2012 – 2014, Program Manager: 2014 – 2017 at ICF
- 7-2004 - 1-2010
Government Engineering Regulations Analyst: 2004 - 2009 at Dell Technologies
- 7-2002 - 7-2004

Education

- 1998 - 2002
Bachelor of Science (BS) from The University of Texas at Austin
- 2007 - 2009
Masters Certification in Project Management from Stevens Institute of Technology

Computer Hardware Engineer: 2002 - 2004 at Dell Technologies

More Information

Social Presence :



Prographics :

Exp : **19** Location : **Austin, Texas, United States** Job Level : **Mid-senior**

Designation : **Product Owner: 2017 – 2022, Functional Lead 2022 - 2024 at ICF**

Insights For Selling To Roberto

👉 During A Call Or A Meeting

DO's

- Leverage facts and figures wherever possible; use percentages, numbers etc.
- Be formal and objective, they will appreciate it more
- Don't forget to mention how you compare to competition on both features and pricing

DONT's

- Make extra effort to not seem pushy or confrontational
- Don't try to give too many examples of other users, they like to make their own decisions
- Avoid phrases like 'trust me', 'others just love' etc.

👉 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

- *Proof of ROI, low pricing and objective proof points are the important factors for them.*

Will you ever get a clear answer from Roberto

- *They do not mind saying no if they believe that it is the right 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?

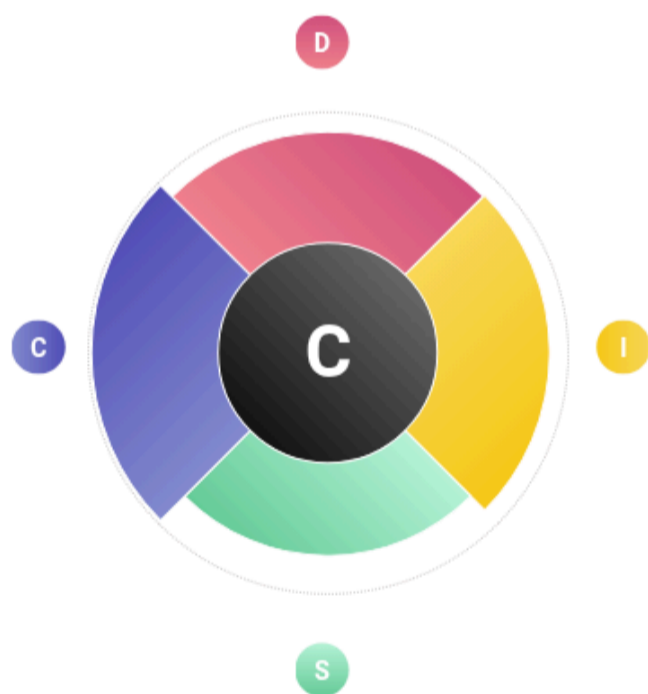
- *They can take risks if their analysis shows that it would be worth it.*

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.