



RYAN WEBBER

Enigma
DISC Type : cid

Sr Product Security & Data Privacy Architect at HID Global
Newberg, Oregon, United States

Overview

Ryan has no verified overview

Personality Overview

Hard To Convince

Friendly Yet Blunt

Challenger

They are likely to ask many questions and look heavily for supporting proof as well as information. 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.

Topics They Care About

Ryan has no verified topics they care about

Media Appearances

Ryan has no verified media appearances

Work History

- 7-2021
Sr Product Security & Data Privacy Architect at HID Global
- 4-2016 - 7-2021
Ld Product Security Architect at CDK Global
- 6-2015 - 6-2020
Expert Interviewer at Aquent
- 10-2014 - 3-2016
Software Engineer IV at CDK Global
- 6-2011 - 10-2014
Software Engineer III at ADP

Education

- Education details unavailable from Portland State University
- Education details unavailable from SANS Technology Institute

More Information

Social Presence :



Prographics :

Exp : **15** Location : **Newberg, Oregon, United States** Job Level : **Mid-senior**

Designation : **Sr Product Security & Data Privacy Architect at HID Global**

Insights For Selling To Ryan

👉 During A Call Or A Meeting

DO's

- Use phrases like 'clear evidence', 'data-based results' etc.
- Build rapport slowly without rushing, it will come handy to handle hard questions later
- Be prepared for a mix of questions and inquisitiveness, answer them in the tone in which they have been asked

DONT's

- Don't rely excessively on your relationship with them to win the deal even if you come to form one
- Don't brush off any concerns, take all questions seriously. They are easily deterred
- Don't try to rush them into a decision, provide all necessary information first

👉 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 Ryan, 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 Ryan is

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

Will you ever get a clear answer from Ryan

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

Insights For Deal Planning

How Fast (Or Slow) Will Ryan Move?

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

Can Ryan Take Some Risk Or Not?

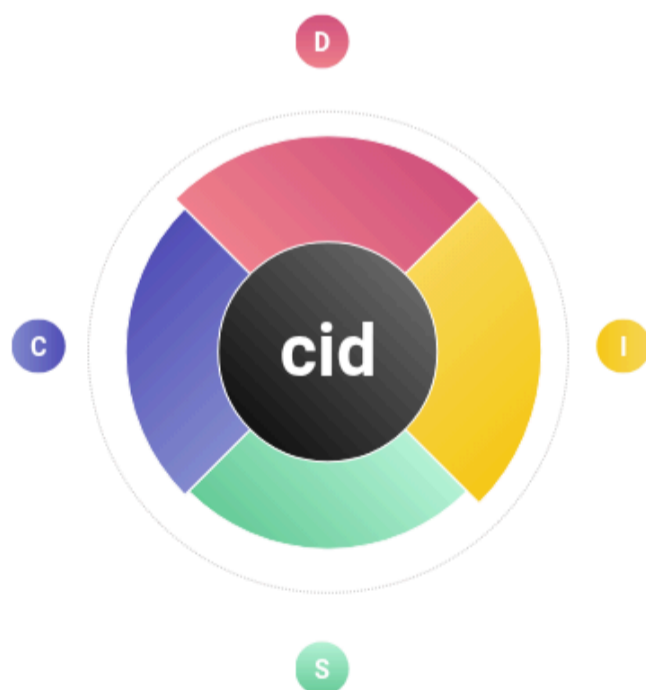
- *They evaluate their decisions systematically and do not take risks that often, unless you can get them to develop strong conviction*

You And Ryan

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Ryan'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.