



SAM SUKKAR, MD MBA

Examiner
DISC Type : cs

Owner at Sukkar Aesthetic Plastic Surgery
Houston, Texas, United States

Overview

Sam has no verified overview

Personality Overview

Status Quo Seeker **Process Oriented** **Unexpressive**

They are always well-planned and adopt a systematic approach. Being observant comes to them naturally. They are heavily focused on quality and prefer doing things the right way, even if it takes time.

Topics They Care About

Sam has no verified topics they care about

Media Appearances

Sam has no verified media appearances

Work History

- 7-2001
Owner at Sukkar Aesthetic Plastic Surgery
- 7-2001
Founder at The Clinic for Plastic Surgery
- 7-1998 - 7-2001
Plastic surgery resident at Northwestern Memorial Hospital
- 7-1992 - 7-1998
Resident at The University of Texas Health Science Center at Houston

Education

- 2016 - 2018
Master of Business Administration - MBA from Tulane University - A.B. Freeman School of Business
- 1989 - 1992
MD from Louisiana State University School of Medicine in New Orleans

More Information

Social Presence :



Prographics :

Exp : **33** Location : **Houston, Texas, United States** Job Level : **Leadership**

Designation : **Owner at Sukkar Aesthetic Plastic Surgery**

Insights For Selling To Sam

👉 During A Call Or A Meeting

DO's

- Expect them to be slow and cautious, encourage them to ask more questions
- Spend time addressing concerns around risk and change, they will have them even if they don't express them
- Ask them which other stakeholders would be important for this purchase decision

DONT's

- Don't push them too hard to make fast decisions, give them time
- Avoid getting into storytelling mode, especially when they ask specific questions
- Don't rely on relationship building even if they act pleasantly

👉 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 Sam, 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: Precise

Example: Measurable results', '6.2% more sales' etc.

Salutation: Yes (Something formal)

Example: Use 'Hi' (along with the first name)

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'I hope that you are doing well' etc.

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'

Complimentary Close: Formal

Example: Something simple like 'Thanks', 'Regards' etc.

Tone of Words: Objective, informational

Overall Messaging: Focused on removing doubts

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Sam is

- For them, low risk and acceptance by others are very important, followed by proof of ROI.

Will you ever get a clear answer from Sam

- They are unlikely to say no, it's better to stop yourself once you have exhausted all the options.

Insights For Deal Planning

How Fast (Or Slow) Will Sam Move?

- They do not like to take decisions in a hurry, so they could be slow in making their mind up.

Can Sam Take Some Risk Or Not?

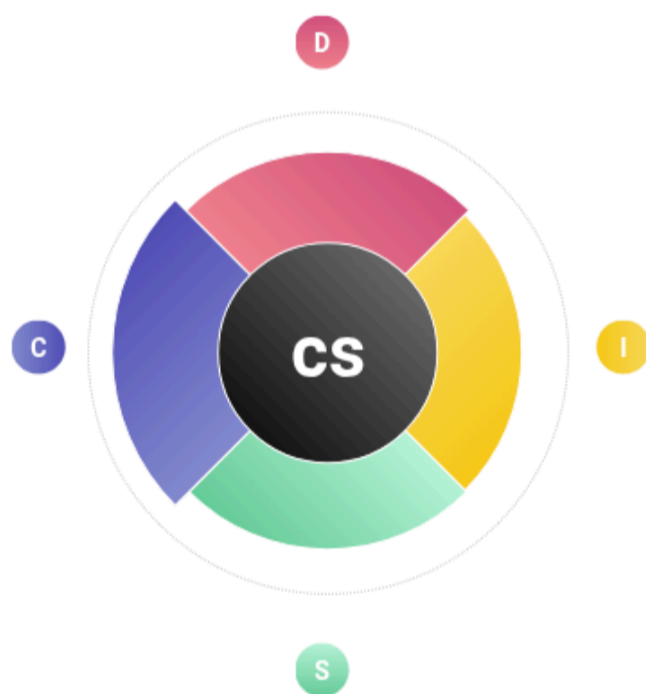
- They are low on risk-appetite and prefer to make informed decisions.

You And Sam

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Sam'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.

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.