



## SCOTT WATTS

**Examiner**  
DISC Type : cs

**Regional Director, Independent Associate at IDLife**  
Greater Tampa Bay Area, United States

### Overview

Scott has no verified overview

#### Personality Overview

Late Adopter      Status Quo Seeker      Tough To Convince

They do not like taking risks at all and go for proven options in the end. They are thorough and always follow a systematic approach. They tend to be clear about their needs and limitations and are unlikely to promise too much.

#### Topics They Care About

Scott has no verified topics they care about

### Media Appearances

Scott has no verified media appearances

### Work History

- 6-2014  
Regional Director, Independent Associate at IDLife
- 8-2010  
Senior Solution Architect at RKL eSolutions LLC
- 2-2007 - 8-2010  
Executive Consultant at SystemLink North America, Inc
- 9-2006 - 1-2007  
Sr. Applications Consultant at Domain Technology Group, Inc
- 1-2005 - 8-2006  
Sr. Applications Consultant at Reinsel Kuntz Leshner LLP

### Education

- Accounting Major from Albright College
- Accounting Major from Pennsylvania State University

## More Information

Social Presence :



Prographics :

Exp : **44** Location : **Greater Tampa Bay Area, United States** Job Level : **Mid-senior**

Designation : **Regional Director, Independent Associate at IDLife**

## Insights For Selling To Scott

### 👉 During A Call Or A Meeting

#### DO's

- Be firm in your communication and stay in control
- Expect them to be slow and cautious, encourage them to ask more questions
- First of all, focus on building their confidence by sharing examples, case studies etc.

#### DONT's

- Don't use phrases like 'do not worry', 'i promise' etc.
- Don't push them too hard to make fast decisions, give them time
- Don't be very accepting if that is your natural style, stay firm

## 👉 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 Scott, 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 Scott is

- *Low-risk, adoption by others are very important to them, followed by confidence in ROI.*

Will you ever get a clear answer from Scott

- *Often, they don't say no, or keep going about it in circles.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Scott Move?

- *They do not like to rush and therefore can be quite slow in their decision-making.*

Can Scott Take Some Risk Or Not?

- *They have little risk-appetite and prefer to take measured decisions.*

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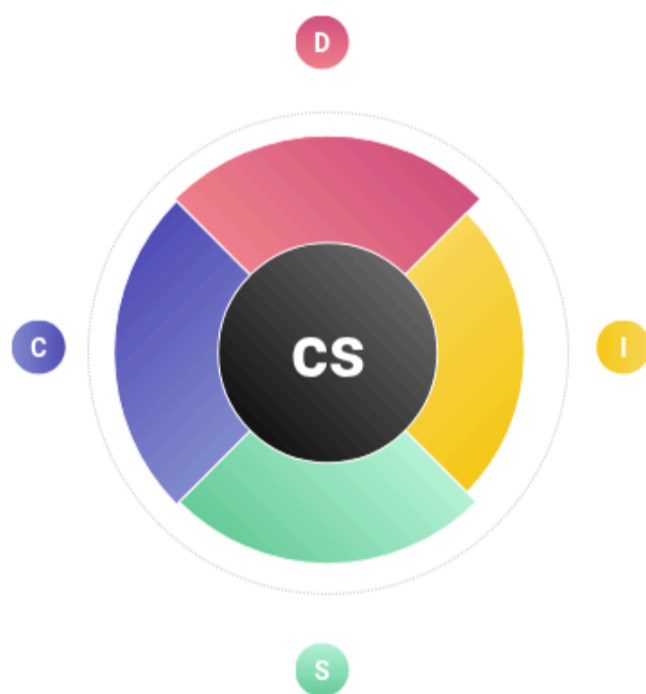
## You And Scott

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Scott'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.