



## TAYLOR AUSTIN

**Evaluator**

DISC Type : csd

**Head of Global Customer Success and Support at Aurigo Software Technologies**

Austin, Texas, United States

### Overview

Taylor Austin is a seasoned customer success leader, currently heading the global Customer Success and Support team at Aurigo Software Technologies. With a background in the SaaS industry, he specializes in team building, scaling operations, and enhancing client relationships at companies like Wrike and Procore. He holds a Bachelor of Arts from the University of Utah.

Peers and colleagues frequently describe him as an empathetic, collaborative, transparent, and driven leader who excels at fostering a positive work environment and championing both his team and his customers.

He holds a specialized certification as a Procore Certified: Project Manager for Construction Financials, showcasing his deep industry knowledge.

### Personality Overview

**Fast But Analytical**

**Thorough Evaluator**

**Hard To Convince**

They focus on the results, but can still be quite procedural and analytical about how to get there. They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical. They are not very likely to become strong advocates of your product or service.

### Topics They Care About

#### **Global Customer Success**

He leads global customer success and support teams, focusing on strengthening client relations and ensuring long-term value for a growing user base in the SaaS industry.

#### **SaaS Team Scaling**

At previous roles, he successfully implemented capacity models to scale CSM teams efficiently with company growth while maintaining a low cost-to-serve.

#### **Empathetic Leadership**

Multiple recommendations praise his people-first mentality and ability to nurture a culture of transparency, empathy, and accountability, which boosts team loyalty and trust.

### GTM Strategy

His title includes "GTM" (Go-To-Market), indicating a focus on aligning customer success initiatives with broader business growth and market strategy.

### Inclusive Workplaces

He has publicly celebrated his company being recognized as a top workplace, indicating a passion for positive and inclusive company culture.

### Utah Utes

[Predicted] As an alumnus of the University of Utah, he may have an affinity for their collegiate sports teams.



## Media Appearances

Taylor has no verified media appearances

## Work History

- 1-2025  
Head of Global Customer Success and Support at Aurigo Software Technologies
- 12-2023 - 1-2025  
Head of Customer Success at Secure Code Warrior
- 8-2021 - 9-2023  
Head of Customer Success at Wrike
- 4-2020 - 8-2021  
Sr. Director, Customer Success at HG Insights
- 6-2018 - 4-2020  
Manager of Customer Success at Procore Technologies

## Education

- Bachelor of Arts (BA) from University of Utah

## More Information

### Social Presence :



### Prographics :

Exp : **24** Location : **Austin, Texas, United States** Job Level : **Mid-senior**

Designation : **Head of Global Customer Success and Support at Aurigo Software Technologies**

# Insights For Selling To Taylor

## 👉 During A Call Or A Meeting

### DO's

- Use phrases like 'the ROI of this', 'X% more' etc.
- Showcase your competitive superiority clearly when possible or address it at the minimum
- Help them weigh the risks by sharing objective proof points instead of anecdotes and examples

### DONT's

- Avoid making strong statements, instead invite them to agree with you by asking them questions
- Avoid inviting them for any social interactions until you have built some rapport with them
- Avoid too much small talk, just a few formal pleasantries should be fine

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Confident style, with a mix of informality and formality gets their attention.

**Pace:** Speak slightly fast. Sound like a 'gets shit done' person.

**Tone:** Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

**Tactics To Win:** Strong words, focus on results, respectful confidence

**Mistakes To Avoid:** Apologizing, nervousness, information overload, social proof

**Making The Ask:** Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

**Subconscious Driver:** Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

### Script

**Greeting:** Taylor, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

**Introduction:** We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

**Ask:** Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

**Close:** [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect\_email] works well?

## 👉 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 Taylor is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Taylor

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

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## Insights For Deal Planning

How Fast (Or Slow) Will Taylor Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Taylor Take Some Risk Or Not?

- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

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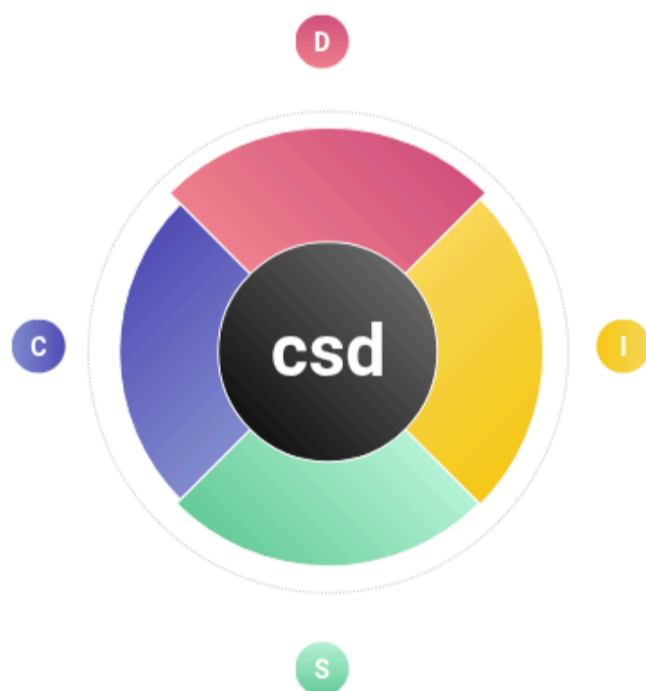
## You And Taylor

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Taylor'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.

### 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.