



# TED LU

**Sharpshooter**  
DISC Type : DC

**Senior Technical Program Lead (Data & AI Platforms) at Procter & Gamble**  
Singapore

## Overview

Ted has no verified overview

### 👉 Personality Overview

ROI Driven      Thorough Evaluator      Fast But Analytical

More than the product, they care about the impact of the product. They respond better to strong and respectful interactions. They prefer to be the ones controlling the conversation or defining the terms.

### 👉 Topics They Care About

Ted has no verified topics they care about

## Media Appearances

Ted has no verified media appearances

## Work History

- 1-2024 - 1-2026  
Senior Technical Program Lead (Data & AI Platforms) at Procter & Gamble
- 6-2023 - 12-2023  
Senior Product Owner - CMS (SaaS, AI & Digital Transformation) at Procter & Gamble
- 4-2021 - 5-2023  
Application & Operations Manager - CMS (Product Ownership) at Procter & Gamble
- 8-2020 - 8-2020  
Technology Risk Consultant Intern at Ernst & Young Global Consulting Services
- 5-2020 - 11-2020

## Education

- 2017 - 2021  
Bachelor of Science - BS from Singapore Management University
- 2015 - 2016  
GCE A-Level from Temasek Junior College

IT Management Intern (Media & Digital Ops) at  
Procter & Gamble

## More Information

Social Presence :



Prographics :

Exp : **6** Location : **Singapore** Job Level : **N/A**

Designation : **Senior Technical Program Lead (Data & AI Platforms) at Procter & Gamble**

## Insights For Selling To Ted

### During A Call Or A Meeting

#### DO's

- Help them weigh the risks by sharing objective proof points without becoming too analytical
- Get to the point quickly instead of spending time doing small talk
- Refer to testimonials from well-known industry leaders

#### DONT's

- Do not spend too much time focusing on product tech or features
- Avoid being a storyteller and don't try to oversell
- Do not hesitate from asking counter questions, just avoid challenging their authority

## 👉 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: Ted, 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: To the point, measured

*Example: Will this work?', '6.2% revenue impact' etc.*

Salutation: No

*Example: Skip 'Hi', 'Hey' etc., use only the first name*

Greeting: No

*Example: Skip usual lines like 'I hope you are doing well'*

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

*Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'*

Complimentary Close: None or standard

*Example: Something simple like 'Thanks', 'Regards', or nothing at all.*

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

*Example: Less than 100 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Ted is

- *Conviction around the impact matters the most to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Ted

- *If they decide not to use your product, they will say no clearly.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Ted Move?

- *They can reach decisions fairly quickly if they are convinced.*

Can Ted Take Some Risk Or Not?

- *They don't mind risks but can be quite binary about them.*

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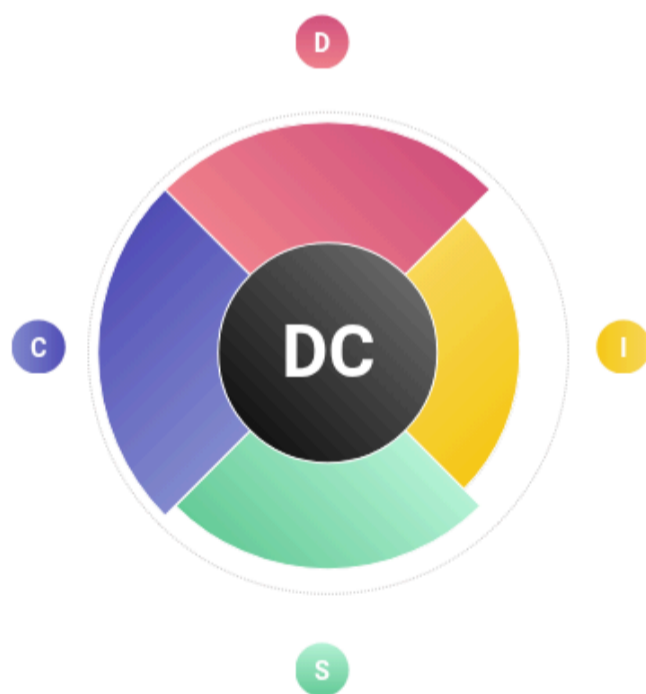
## You And Ted

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Ted's Key Traits



### **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.

### **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.