



# THOM JACKSON

**Captain**  
DISC Type : SD

**President & Chief Executive Officer at EdisonLearning, Inc.**  
Fort Lauderdale, Florida, United States

## Overview

Thom has no verified overview

### 👤 Personality Overview

**Planner & Achiever**      **Output-Driven**      **Dynamic But Sincere**

They might take some time to make their mind up but once they do, they don't change it easily. They exhibit a rare combination of being result-oriented but patient at the same time. They are very professional in their approach and can weigh multiple perspectives together.

### 👤 Topics They Care About

Thom has no verified topics they care about

## Media Appearances

Thom has no verified media appearances

## Work History

- 1-2014  
President & Chief Executive Officer at EdisonLearning, Inc.
- 6-2012  
Chief Operating & Legal Officer at EdisonLearning, Inc.
- 9-2007  
Executive Vice President, General Counsel & Corporate Secretary at EdisonLearning, Inc.
- 2007 - 2012  
Chairman of the Board at UMDNJ University Hospital
- 10-2006 - 9-2007

## Education

- 1982 - 1985  
Juris Doctor from University of Cincinnati College of Law
- 1978 - 1982  
Bachelors of Arts from DePauw University
- 1974 - 1978  
High School Diploma from Garfield Sr. High School

Vice President & Chief Regulatory Counsel at  
Prudential Financial

## More Information

### Social Presence :



### Prographics :

Exp : **39** Location : **Fort Lauderdale, Florida, United States** Job Level : **Leadership**

Designation : **President & Chief Executive Officer at EdisonLearning, Inc.**

## Insights For Selling To Thom

### 👉 During A Call Or A Meeting

#### DO's

- Ask them at the end if they see a strong value prop in your product; expect an honest answer
- Suggest clear next steps with confidence, don't be vague or hesitant
- You can spend time on BANT (or other qualification methodology) but keep it to the point

#### DONT's

- Don't go over them unless you are left with no other option
- Don't shy away from asking hard questions, but be extra polite
- Don't get into pricing discussions early on, steer conversation towards proven results

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

**Pace:** Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

**Tone:** Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

**Tactics To Win:** Use of social proof, FOMO, repeating their name

**Mistakes To Avoid:** Strong words, over-confidence, informal language

**Making The Ask:** Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

**Subconscious Driver:** They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

### Script

**Greeting:** Good morning/evening Thom, how are you? This is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

**Introduction:** My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

**Ask:** Thom, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

**Close:** If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect\_email]?

## 👉 When Writing An Email

**Subject:** To the point, formal

*Example: Personalized sales funnel', 'Sales conversion' etc.*

**Salutation:** No

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

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Formally state your ask

*Example: Something like 'If you are available tomorrow, shall we discuss this?'*

**Complimentary Close:** None or standard

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

**Tone of Words:** Confident with a formal touch

**Overall Messaging:** Focused on output

**Length of Mail:** Short

*Example: Maximum upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Thom is

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Thom

- *They will say no if they are not convinced but you will have to prompt them.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Thom Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Thom Take Some Risk Or Not?

- *They have good risk tolerance but are likely to think it through once or twice.*

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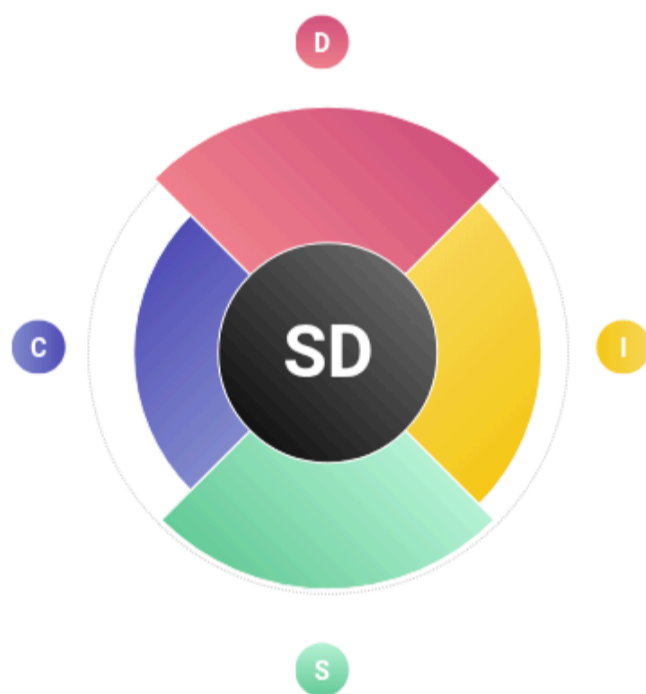
## You And Thom

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Thom's Key Traits



### 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.