



TIM DURHAM

Questioner
DISC Type : c

Senior District Manager at EXFO America, Inc
Greater Chicago Area, United States

Overview

Tim has no verified overview

👉 Personality Overview

Systematic Price-Sensitive Not Easily Convinced

They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. They prefer to analyze every situation thoroughly.

👉 Topics They Care About

Tim has no verified topics they care about

Media Appearances

Tim has no verified media appearances

Work History

- 3-2008
Senior District Manager at EXFO America, Inc
- 10-1999
Regional Sales Manager at EXFO America, Inc
- 10-1998 - 10-1999
Sales Engineer at Molex
- Sales Engineer at Fiber Soutions Inc.

Education

- 1984 - 1989
Bachelor of Science (BS) from DePaul University

More Information

Social Presence :



Prographics :

Exp : 27 Location : **Greater Chicago Area, United States** Job Level : **Middle**

Designation : **Senior District Manager at EXFO America, Inc**

Insights For Selling To Tim

👉 During A Call Or A Meeting

DO's

- Share as much information as possible regarding your product
- Emphasise more on facts and measurable benefits
- Emphasize on objective proof of ROI, help them do a thorough evaluation

DONT's

- Avoid rushing them, be polite and patient
- Don't try to be too friendly or informal with them
- Avoid phrases like 'do not worry about', 'no one compares to' etc.

👉 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 Tim, 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: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

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

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

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

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Tim is

- *Confidence that the product provides ROI, effective pricing and process adherence matter the most to them.*

Will you ever get a clear answer from Tim

- *It doesn't come naturally to them but they can say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Tim Move?

- *They can move at a reasonable pace while making their decisions if they have the necessary information.*

Can Tim Take Some Risk Or Not?

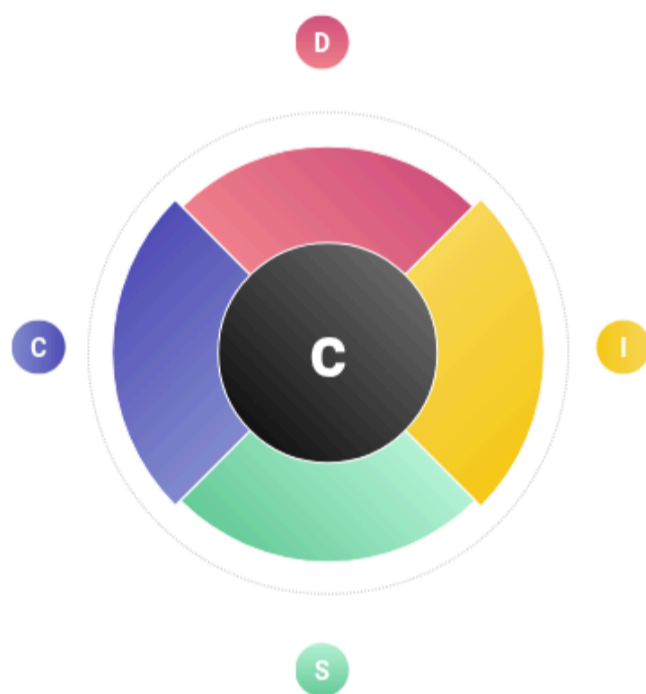
- *They can take risk if they are convinced that they have analyzed the circumstances well.*

You And Tim

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Tim'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.