



TOM BISHOP

Inspirer
DISC Type : id

Sr. Director, Global Sourcing at Fortune Brands Innovations
Toledo, Ohio, United States

Overview

Tom has no verified overview

Personality Overview

Generous **Charming & Persuasive** **Fast Adopter**

They don't mind taking a stand if they believe in something. They measure a product on its merit but can be influenced by strong testimonials. They respond well to objective pitches but also attach some value to relationships.

Topics They Care About

Tom has no verified topics they care about

Media Appearances

Tom has no verified media appearances

Work History

- 8-2022
Sr. Director, Global Sourcing at Fortune Brands Innovations
- 4-2011 - 2-2024
Director, Global Sourcing at Therma Tru
- 5-2005 - 7-2011
Corporate Sourcing Manager at Therma Tru
- 2001 - 2004
Plant Manager at Material Sciences Corporation (MSC)
- 1997 - 2001
Materials Manager at Material Sciences Corporation (MSC)

Education

- 2006 - 2008
MBA from Bowling Green State University
- Bachelor of Science - BS from The University of Toledo

More Information

Social Presence :



Prographics :

Exp : **30** Location : **Toledo, Ohio, United States** Job Level : **Senior**

Designation : **Sr. Director, Global Sourcing at Fortune Brands Innovations**

Insights For Selling To Tom

👉 During A Call Or A Meeting

DO's

- Acknowledge their status and position during the conversation
- Clearly address the competitive aspects
- Keep your pitch focused on the impact but insert some anecdotes into it

DONT's

- Avoid focusing only on the product or its ROI, keep building trust subtly
- Don't be very informal even if they are being so themselves
- Don't be unorganized, be prepared for the pitch

👉 When Cold Calling

Insights

Pattern Interrupt: Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

Pace: Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

Tone: Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

Tactics To Win: Giving social proof, personal rapport, usage of superlatives, repeating their name.

Mistakes To Avoid: Information overload, use of negations

Making The Ask: Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

Subconscious Driver: They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

Script

Greeting: Hey Tom, [user_fname] here at [user_companynamewordstwowords] calling you this morning/evening!

Opener: Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

Introduction: We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

Ask: Tom, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

Close: So morning at around [time] next [tuesday], shall we say? And is it [prospect_email]? Don't want to get that wrong you know!

👉 When Writing An Email

Subject: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

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

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Tom is

- *Confidence in the product's value is critical, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Tom

- *They will not hesitate to say no if they do not develop conviction.*

Insights For Deal Planning

How Fast (Or Slow) Will Tom Move?

- *If they develop confidence in your product and you, then they can make fast decisions.*

Can Tom Take Some Risk Or Not?

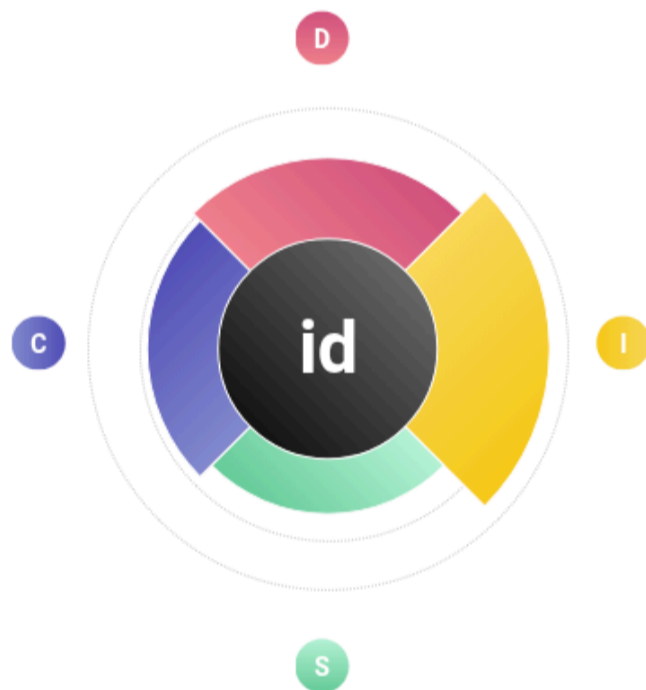
- *If necessary, they have the ability to take risky decisions.*

You And Tom

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Tom's Key Traits



INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.

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.