



TOM PATTON

Energizer
DISC Type : I

North America CEO & President at InstaBuilt
Austin, Texas, United States

Overview

Tom has no verified overview

👉 Personality Overview

Imaginative

Believer

Informal

Unlike C or D types, they are vocal with their opinions but not so much with their questions. They are not always early adopters but can be persuaded by leveraging strong relationships. They are naturally enthusiastic, so take their promise with a pinch of salt.

👉 Topics They Care About

Tom has no verified topics they care about

Media Appearances

Tom has no verified media appearances

Work History

- 7-2021 - 8-2024
North America CEO & President at InstaBuilt
- 7-2019
CEO & Co-Founding Partner at Stella Domo
- 3-2007
Real Estate Investment Director at MFI Real Estate LLC
- 3-2006
Single Family Office Estate Manager at MFI Management
- 6-1995 - 2-2006
Real Estate Project Manager at RIATA Development / Blue Star Land

Education

- 1990 - 1997
Bachelor of Business Administration (BBA) from Baylor University
- Education details unavailable from Cascia Hall Preparatory School

More Information

Social Presence :



Prographics :

Exp : **29** Location : **Austin, Texas, United States** Job Level : **Leadership**

Designation : **North America CEO & President at InstaBuilt**

Insights For Selling To Tom

👉 During A Call Or A Meeting

DO's

- Use phrases like 'people will love', 'massive impact' etc.
- Use adjectives like 'amazing', 'coolest', 'unbelievable' etc.
- Invite them for a lunch or a drink/coffee

DONT's

- Don't push them to make a decision too fast, let them get comfortable first
- Don't assume a yes just because they have not said no
- Avoid ifs and buts, don't talk too much about the risks etc.

👉 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: Personalized, catchy

Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.

Salutation: Yes (Something casual)

Example: Use 'Hi', 'Hey' etc. (along with the first name)

Greeting: Yes (Say something interesting/unusual)

Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Build excitement

Example: Something like 'So John, lets get the ball rolling?'

Complimentary Close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words: Friendly, first-person

Overall Messaging: Focused on the person and relationship

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Tom is

- *Relationship and trust can be vital with them, sometimes more than anything else.*

Will you ever get a clear answer from Tom

- *They are unlikely to say no directly, you have to make that decision yourself.*

Insights For Deal Planning

How Fast (Or Slow) Will Tom Move?

- *They are not the fastest decision makers, their friendly approach can give false positive signals.*

Can Tom Take Some Risk Or Not?

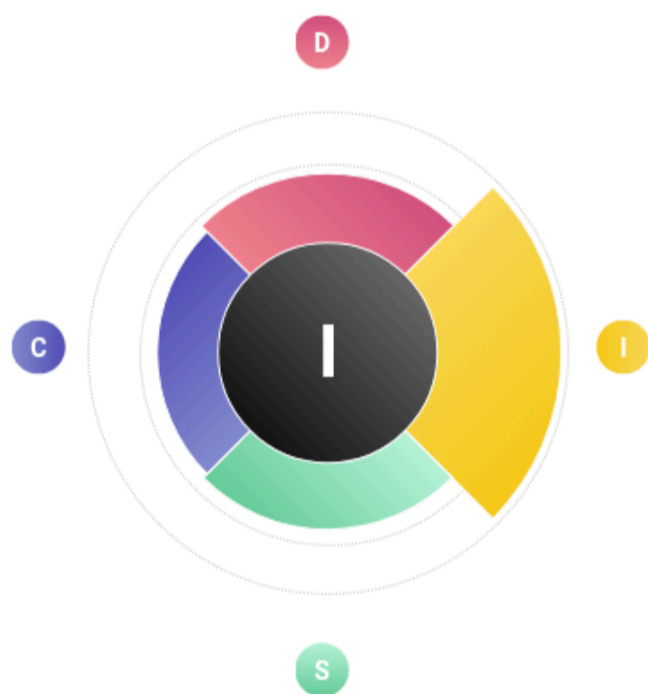
- *They can accept limited risks, ones that they think will not impact them personally.*

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.