



WILL CRAIN

Questioner
DISC Type : c

Head of CEO Communications at AMD
Austin, Texas, United States

Overview

Will has no verified overview

👉 Personality Overview

Price-Sensitive Systematic Value Seeker

They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. They prefer to fully evaluate every situation. It is quite likely of them to ask for pricing or other concessions.

👉 Topics They Care About

Will has no verified topics they care about

Media Appearances

Will has no verified media appearances

Work History

- 12-2025
Head of CEO Communications at AMD
- 3-2024 - 12-2025
Head of North America CEO Communications Advisory at Weber Shandwick
- 1-2011 - 2-2024
General Manager, Edelman Texas; Global Client and Corporate Affairs Leader at Edelman
- 1-2010 - 1-2011
Communications Director & Legislative Assistant at U.S. Congressman Jim Costa's Office
- 1-2009 - 1-2010
Legislative Assistant & Press Aide at U.S. Congressman Parker Griffith's Office

Education

- Education details unavailable from Dickinson College
- Education details unavailable from LCDS

More Information

Social Presence :



Prographics :

Exp : **17** Location : **Austin, Texas, United States** Job Level : **Leadership**

Designation : **Head of CEO Communications at AMD**

Insights For Selling To Will

👉 During A Call Or A Meeting

DO's

- If you have a lower priced product compared to the competition, call out the same
- Emphasise more on facts and measurable benefits
- Back up any claims with data and numbers

DONT's

- Don't try to be too friendly or informal with them
- Avoid rushing them, be polite and patient
- Don't depend too much on anecdotal evidence, it reduces their confidence

👉 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 Will, 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 Will is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Will

- *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 Will Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Will Take Some Risk Or Not?

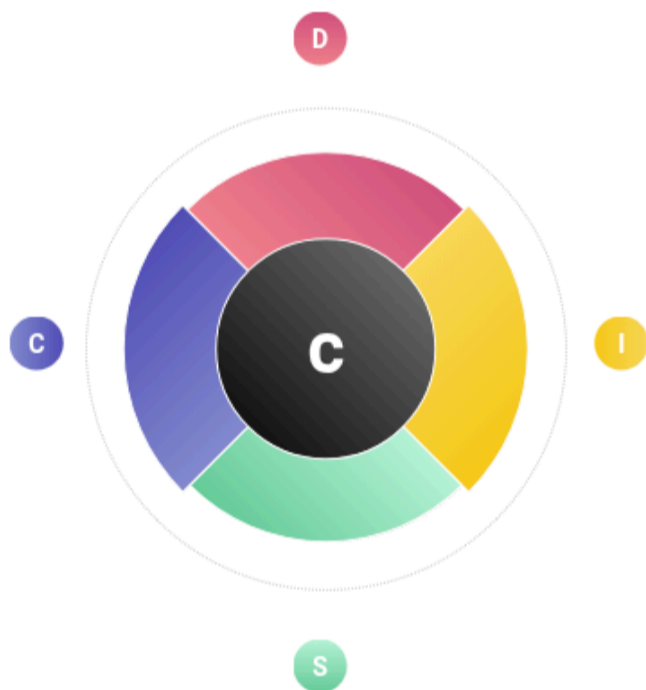
- *If they believe that they have analyzed the situation well, they can take a little risk.*

You And Will

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Will'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.