



WILLIAM GUZYNSKI

Go-getter
DISC Type : d

Executive Director at Consumers Energy
Rochester, Michigan, United States

Overview

William has no verified overview

👉 Personality Overview

Challenger Direct & Candid Decisive

They don't always try to control the conversation but neither do they like yielding it fully. They care equally about the product and its potential impact. They respond well to confident salespeople.

👉 Topics They Care About

William has no verified topics they care about

Media Appearances

William has no verified media appearances

Work History

- 5-2025
Executive Director at Consumers Energy
- 7-2023 - 6-2025
Executive Director Gas Operations at Consumers Energy
- 10-2016 - 6-2023
Executive Director, Gas Service & Meter Reading at Consumers Energy
- 1-2016 - 10-2016
Manager of Gas Service Southeast at Consumers Energy
- 10-2014 - 1-2016
Manager of Gas Distribution Southeast at Consumers Energy

Education

- 1992 - 1995
Bachelor of Accountancy from Walsh College
- 2005 - 2009
Master of Science in Administration from Central Michigan University

More Information

Social Presence :



Prographics :

Exp : **35** Location : **Rochester, Michigan, United States** Job Level : **Senior**

Designation : **Executive Director at Consumers Energy**

Insights For Selling To William

👉 During A Call Or A Meeting

DO's

- Refer to testimonials from others in similar positions
- Make sure that you you respond to any queries from them quickly
- Ask them questions confidently while doing discovery, don't be apologetic

DONT's

- Avoid long winding pitches, stay objective
- Don't try too hard to get friendly, let it happen with time
- Don't try to be an alpha salesperson, give them equal space

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: William, this is [user_fname] at [user_companynameword1][user_companynameword2].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: To the point

Example: Personalization', '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: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Skip 'Warm regards', 'Best wishes' etc., just write your name

Tone of Words: Confident, challenging

Overall Messaging: Focused on results

Length of Mail: Very Short

Example: Less than 75 words

👉 While Negotiating & Closing

The secret to closing fast with William is

- *Confidence in the product plays an important role, followed by powerful testimonials.*

Will you ever get a clear answer from William

- *They might hesitate a little, but they will say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will William Move?

- *Their decision making speed is somewhere in the middle.*

Can William Take Some Risk Or Not?

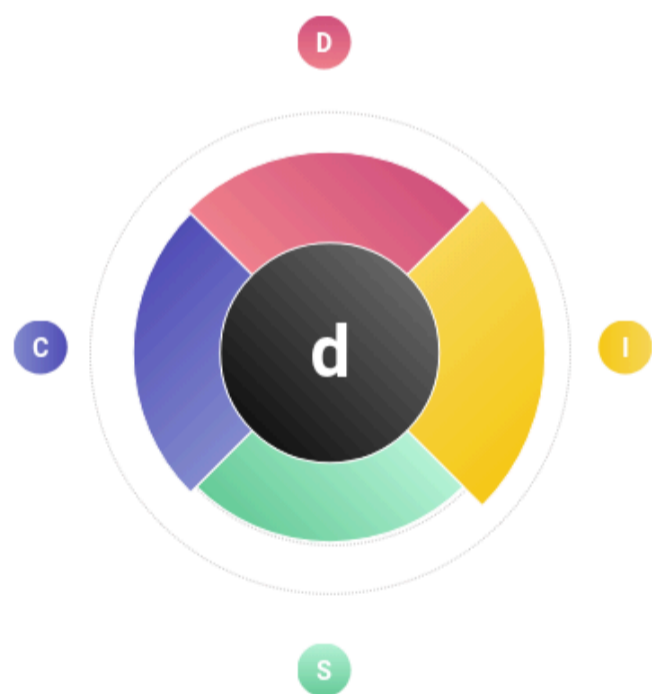
- *Once they have analyzed the pros and cons, they can take some risks.*

You And William

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : William's Key Traits



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.