



AARON TUGWELL

Researcher
DISC Type : Cs

Head of Partner Customer Delivery at British Gas
Hereford, England, United Kingdom

Overview

Aaron Tugwell is the Head of Partner Customer Delivery at British Gas, focusing on improving performance across the companys partner network. He is a data-driven leader with a passion for continuous improvement and developing teams, leveraging his Lean Six Sigma Yellow Belt certification.

There is no publicly available information about his personal life, hobbies, or interests outside of his professional career.

He has a unique educational background, having studied Plumbing Technology before advancing into high-level management and strategy roles within the energy sector.

👉 Personality Overview

Perfectionist ROI Seeker Self-Disciplined

They tend to be clear about their needs and limitations and are unlikely to promise too much. They are heavily focused on quality and prefer doing things the right way, even if it takes time. Being observant comes to them naturally.

👉 Topics They Care About

Partner Performance
His current and previous roles are centered on managing and improving the performance and strategy of service partners for British Gas.

Continuous Improvement
He identifies as a tenacious individual passionate about driving continuous improvement and is a certified Lean Six Sigma Yellow Belt.

Team Leadership
His personal summary highlights experience in setting up new teams, developing people, and acting as a strong, passionate leader.

Data-Driven Strategy

He considers himself a reflective, data-driven decision-maker with a proven track record of using data to improve performance.

Gas Engineering

[Predicted] His foundation in plumbing technology and posts mentioning gas engineers suggest a continued interest and expertise in the core technical aspects of his industry.



Media Appearances

Aaron has no verified media appearances

Work History

- 1-2026
Head of Partner Customer Delivery at British Gas
- 8-2021 - 3-2026
Service Partner Performance and Strategy Manager at British Gas
- 12-2020 - 8-2021
Area Business Customer Delivery Manager at British Gas

Education

- 2009 - 2010
Plumbing Technology/Plumber from Mid Kent College
- 2004 - 2009
Information Technology from The Howard School

More Information

Social Presence :



Prographics :

Exp : **5** Location : **Hereford, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Head of Partner Customer Delivery at British Gas**

Insights For Selling To Aaron

👉 During A Call Or A Meeting

DO's

- Actively address their concerns around change, risk, and acceptance by users
- Use phrases like 'results based on data', 'measurable proof', 'X% growth' etc.
- Share whitepapers or case studies that showcase measurable results instead of just telling customer stories

DONT's

- Don't overhype the product/pitch, keep it measured
- Give it some time before you try to build rapport and a relationship, it doesn't come to them naturally
- Don't ask them to move fast, let them take their time and digest all the information

👉 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 Aaron, 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: Precise

Example: Measurable results', '6.2% more sales' etc.

Salutation: Yes (Something formal)

Example: Use 'Hi' (along with the first name)

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'I hope that you are doing well' etc.

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'

Complimentary Close: Formal

Example: Something simple like 'Thanks', 'Regards' etc.

Tone of Words: Objective, informational

Overall Messaging: Focused on removing doubts

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Aaron is

- For them, low risk and acceptance by others are very important, followed by proof of ROI.

Will you ever get a clear answer from Aaron

- Often, they don't say no, or keep going about it in circles.

Insights For Deal Planning

How Fast (Or Slow) Will Aaron Move?

- They do not like to take decisions in a hurry, so they could be slow in making their mind up.

Can Aaron Take Some Risk Or Not?

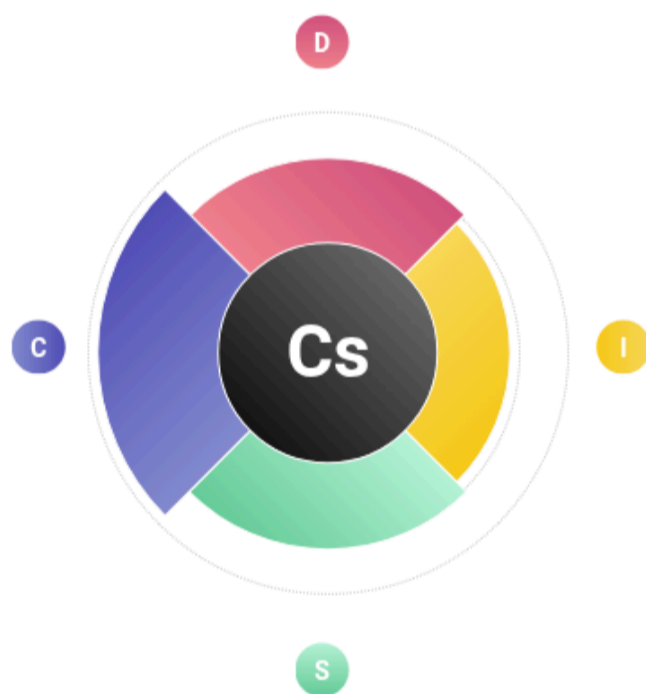
- They are low on risk-appetite and prefer to make informed decisions.

You And Aaron

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Aaron'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.

STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.