



# ALEX DIMITRIU

**Energizer**  
DISC Type : I

**Product Director White Stuff at TFG (The Foschini Group)**  
London Area, United Kingdom

## Overview

Alex has no verified overview

### 👤 Personality Overview

**Full Of Energy**   **Imaginative**   **Believer**

They are people oriented, friendly and like creating new connections. 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.

### 👤 Topics They Care About

Alex has no verified topics they care about

## Media Appearances

Alex has no verified media appearances

## Work History

- 2-2026  
Product Director White Stuff at TFG (The Foschini Group)
- 1-2023 - 1-2023  
Business Unit Director Kidswear at Marks and Spencer
- 2-2020 - 1-2023  
Head of Buying Marks and Spencer Menswear at Marks and Spencer
- 3-2018 - 2-2020  
Buying and Design Director Miss Selfridge at Miss Selfridge
- 3-2018 - 2-2020  
Buying and Design Director at Miss Selfridge

## Education

- 1988 - 1992  
MA from The University of Edinburgh

## More Information

Social Presence :



Prographics :

Exp : 9 Location : **London Area, United Kingdom** Job Level : **Mid-senior**

Designation : **Product Director White Stuff at TFG (The Foschini Group)**

## Insights For Selling To Alex

### 👉 During A Call Or A Meeting

#### DO's

- Share some stories about how you you have helped people in similar positions succeed
- Talk about their team and how your product will help them do things better and easier
- Invite them for a lunch or a drink/coffee

#### DONT's

- Don't be too formal, focus on building comfort and trust
- 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

## 👉 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 Alex, [user\_fname] here at [user\_companynamewithfirsttwowords] 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:** Alex, 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 Alex is

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

Will you ever get a clear answer from Alex

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

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## Insights For Deal Planning

How Fast (Or Slow) Will Alex Move?

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

Can Alex Take Some Risk Or Not?

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

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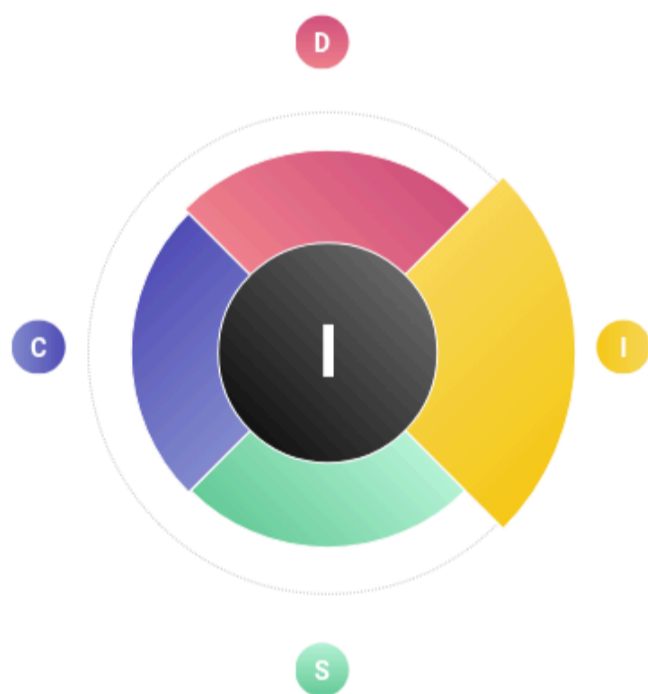
## You And Alex

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Alex'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.