



ALEX ROBINSON

Supporter
DISC Type : s

Account Director at Restaurant Associates UK
Tonbridge, England, United Kingdom

Overview

Alex Robinson is an Account Director at Restaurant Associates with over 18 years of experience in the hospitality industry. He specializes in overseeing food service operations for large financial services organizations, focusing on culinary excellence, financial performance, and sustainable solutions. He holds an MBA from Arden University.

He has demonstrated a strong commitment to team development and recognition, frequently celebrating his colleagues achievements and passion for their craft. He has also successfully managed complex mobilizations, such as bringing a clients new office in Edinburgh to life.

Unique Fact: Alex has built his entire career within Restaurant Associates, progressing from a Head Chef for top financial firms to his current Account Director role.

👍 Personality Overview

Risk-averse **Slow To Decisions** **Calm**

They prefer to follow rules and procedures. They maintain good relationships with everyone, internally and externally. They are motivated by the potential impact of their decision on the organization.

👍 Topics They Care About

Team Development
Frequently posts about his team's successes, celebrating individual career progression, relocations, and showing appreciation for his chefs.

Hospitality Excellence
His focus is on elevating the guest experience for major financial services clients through high-quality and innovative food service.

Culinary Innovation
Leverages his extensive background as an Executive Chef, with skills in recipe development and commercial kitchen design, to drive innovation.

Sustainable Solutions

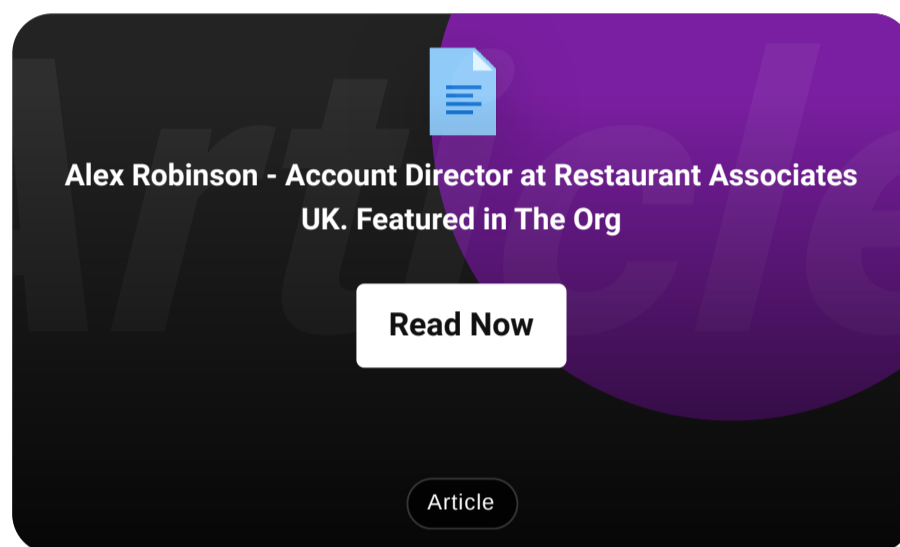
Identifies delivering sustainable and high-quality solutions as a core pillar of his professional mission in contract catering.

Operational Execution

He recently managed the complex mobilization of a new 1, 100-person office, showcasing his skills in project coordination and service delivery under tight deadlines.



Media Appearances



Work History

- 12-2024
Account Director at Restaurant Associates UK
- 7-2018 - 11-2024
Culinary Lead - HSBC UK, Ireland and Channel Islands for Compass Group at Restaurant Associates UK
- 7-2017 - 7-2018
Executive Chef Hospitality at Restaurant Associates
- 7-2017 - 7-2018
Executive Chef Hospitality HSBC at Restaurant Associates UK
- 10-2014 - 9-2017
Head Chef Hospitality Credit Suisse at Restaurant Associates

Education

- 10-2023 - 1-2025
Master of Business Administration - MBA from Arden University
- 2005 - 2007
Restaurant from West Kent college
- Education details unavailable from St. Gregorys

More Information

Social Presence :



Prographics :

Exp : 18 Location : Tonbridge, England, United Kingdom Job Level : Mid-senior

Interested In

Lifestyle

Culinary

Insights For Selling To Alex

👉 During A Call Or A Meeting

DO's

- Show willingness to accommodating their needs or requests
- Pause and ask them if they have any questions
- Use phrases like 'others say that', 'zero risk in', 'seen proof of' etc.

DONT's

- Don't rush them to make quick decisions
- Don't keep pushing them for a straight answer, just make your own conclusions
- Don't don the salesperson avatar, be the friendly advisor instead

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Alex, how are you? This is [user_fname] at [user_companynamewordstwowords].

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

Ask: Alex, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 When Writing An Email

Subject: Formal

Example: Discussion regarding next steps', 'Humantic AI and sales conversion' etc.

Salutation: Yes (Something formal)

Example: Use 'Hello', 'Dear' etc. (along with the first name)

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'Thanks for taking the time' etc.

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Simply lay out the next steps

Example: Something like 'Would you be available to speak tomorrow?'

Complimentary Close: Formal

Example: Something standard like 'Warm regards', 'Best wishes' etc.

Tone of Words: Friendly, second-person

Overall Messaging: Focused on social proof and process

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Alex is

- *Low-risk, go-ahead from other stakeholders and successful evaluation as per process matter the most to them.*

Will you ever get a clear answer from Alex

- *They don't say no very often, and can take you around in circles sometimes.*

Insights For Deal Planning

How Fast (Or Slow) Will Alex Move?

- *They do not like to rush and can be quite slow in their decision making.*

Can Alex Take Some Risk Or Not?

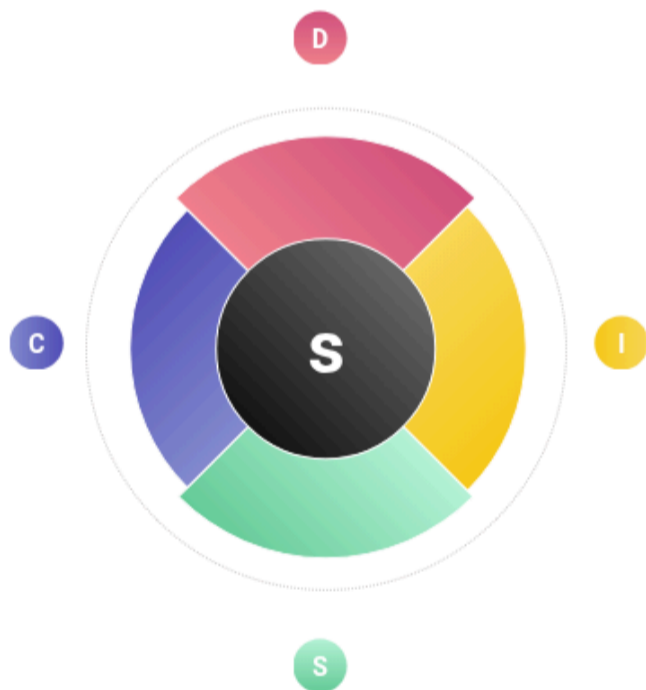
- *They have little risk-appetite and prefer to take decisions that others support.*

You And Alex

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Alex's Key Traits



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.