



ALEXANDRA KNIGHT

Collaborator
DISC Type : is

Head of Sales and Performance at Rollie Nation
Melbourne, Victoria, Australia

Overview

Alexandra has no verified overview

Personality Overview

Example Driven **Consensus Builder** **Fair-minded**

Win-win scenarios can appeal strongly to them. They are more likely to go for proven solutions. Unlike D or C types, they are calm as well as friendly and can give the impression of being more receptive than they actually are.

Topics They Care About

Alexandra has no verified topics they care about

Media Appearances

Alexandra has no verified media appearances

Work History

- 10-2025
Head of Sales and Performance at Rollie Nation
- 5-2025 - 10-2025
Senior Performance and Operations Manager at Rollie Nation
- 1-2025
Business Consultant at Alex Knight Consulting
- 4-2023 - 8-2024
General Manager at Lucy Folk
- 2-2022 - 3-2023
Head of Retail, CX and Services at the memo

Education

- Communication and Media Studies from Swinburne University of Technology
- 2001 - 2009
Speech and Drama from Guildhall School of Music & Drama

More Information

Social Presence :



Prographics :

Exp : 17 Location : Melbourne, Victoria, Australia Job Level : Mid-senior

Designation : Head of Sales and Performance at Rollie Nation

Insights For Selling To Alexandra

👉 During A Call Or A Meeting

DO's

- Use phrases like 'trust me when', 'your team will love' etc.
- If possible, involve their colleagues in the sales process
- Be visibly appreciative of their actions during your interactions

DONT's

- Don't push them to make decisions very fast, let them take their time
- Don't sound very transactional
- Don't get into excessive details unless prompted

👉 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 Alexandra, [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: Alexandra, 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, clear

Example: John, let's close this tomorrow?', 'You will get this!' etc.

Salutation: Yes (Something formal)

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

Greeting: Yes (Say something usual)

Example: Say something usual and friendly, like 'It's a real pleasure'

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Close on a positive note

Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'

Complimentary Close: Unique, pleasant

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Friendly, exciting

Overall Messaging: Focused on social proof

Length of Mail: Medium

Example: Ideally upto 130-150 words

👉 While Negotiating & Closing

The secret to closing fast with Alexandra is

- *Relationships can sway their decisions, followed by the low risk and the presence of good evidence.*

Will you ever get a clear answer from Alexandra

- *They are diplomatic when needed and rarely say no directly.*

Insights For Deal Planning

How Fast (Or Slow) Will Alexandra Move?

- *Even if they are engaged and friendly, they can take their time to make decisions.*

Can Alexandra Take Some Risk Or Not?

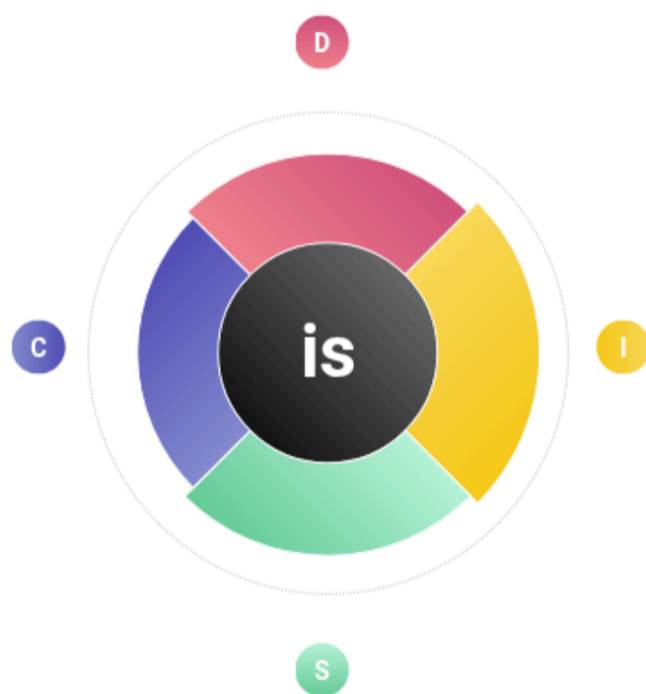
- *They probably won't put a lot at risk.*

You And Alexandra

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Alexandra'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.

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.