



ANDREA B.

Judge
DISC Type : Dc

Director Of Development at Brass for Africa
London, England, United Kingdom

Overview

Andrea has no verified overview

👍 Personality Overview

Quality Focused Features Driven Objective Thinker

More than the product, they care about the impact of the product. They prefer to be the ones controlling the conversation or defining the terms. They take a lot of pride in personal achievements.

👍 Topics They Care About

Andrea has no verified topics they care about

Media Appearances

Andrea has no verified media appearances

Work History

- 6-2019
Director Of Development at Brass for Africa
- 8-2018 - 6-2019
Development & Project Manager at Brass for Africa
- 8-2018 - 7-2019
Partnerships & Sponsorship Manager at Harrison/Parrott Ltd
- 12-2015 - 8-2018
Associate Manager at IMG Artists

Education

- MA in Human Rights & International Law(In process) from University of London
- 2011 - 2015
BMus Hons from Guildhall School of Music & Drama

More Information

Social Presence :





Prographics :

Exp : **10** Location : **London, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Director Of Development at Brass for Africa**

Insights For Selling To Andrea

👉 During A Call Or A Meeting

DO's

- Help them weigh the risks by sharing objective proof points without becoming too analytical
- When negotiating terms, help them build an impression that they are the ones calling the shots
- Get to the point quickly instead of spending time doing small talk

DONT's

- Do not spend too much time focusing on product tech or features
- Don't take too much time in sending them information if they ask for any
- Avoid being a storyteller and don't try to oversell

👉 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: Andrea, this is [user_fname] at [user_companynamewordstwowords].

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, measured

Example: Will this work?', '6.2% revenue impact' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip usual 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: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

Example: Less than 100 words

👉 While Negotiating & Closing

The secret to closing fast with Andrea is

- *Conviction around the impact matters the most to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Andrea

- *If they decide not to use your product, they will say no clearly.*

Insights For Deal Planning

How Fast (Or Slow) Will Andrea Move?

- *They can reach decisions fairly quickly if they are convinced.*

Can Andrea Take Some Risk Or Not?

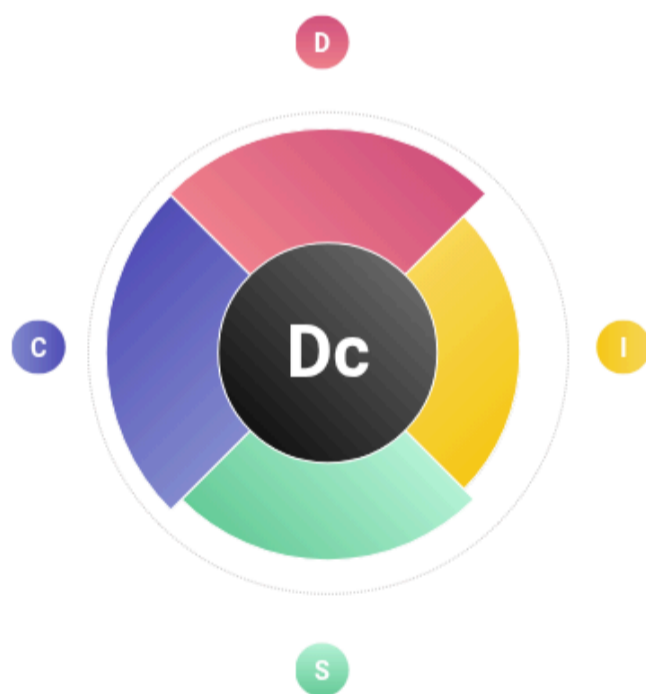
- *They don't mind risks but can be quite binary about them.*

You And Andrea

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Andrea'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.

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.