



ANDREW DAVIS

Inspirer
DISC Type : id

Head of Analytics & Data Science at Marks and Spencer
London, England, United Kingdom

Overview

Andrew has no verified overview

👉 Personality Overview

Confident & Optimistic **Generous** **Charming & Persuasive**

They don't mind taking a stand if they believe in something. They usually prefer to drive the conversation. They measure a product on its merit but can be influenced by strong testimonials.

👉 Topics They Care About

Andrew has no verified topics they care about

Media Appearances

Andrew has no verified media appearances

Work History

- 4-2023
Head of Analytics & Data Science at Marks and Spencer
- 1-2021 - 4-2023
Head of Data Technology & Analytics at Marks and Spencer
- 1-2020 - 1-2021
Principal Data Strategist at Marks and Spencer
- 2-2013 - 4-2013
Data Analyst at Chanel
- 9-2011 - 2-2013
Data Modeler at Kraft Foods

Education

- 2011 - 2011
Oracle Database Administration from Koenig Solutions
- 1997 - 2005
Education details unavailable from Warminster School

More Information

Social Presence :



Prographics :

Exp : 8 Location : **London, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Head of Analytics & Data Science at Marks and Spencer**

Insights For Selling To Andrew

👉 During A Call Or A Meeting

DO's

- Look like someone who is on top of their game
- Acknowledge their status and position during the conversation
- Clearly address the competitive aspects

DONT's

- Don't be too verbose or overly friendly; a little bit, however, is fine
- Avoid focusing only on the product or its ROI, keep building trust subtly
- Don't be very informal even if they are being so themselves

👉 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 Andrew, [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: Andrew, 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: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

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

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

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

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Andrew is

- *Belief in the value of the product, relationship and a sense of accomplishment matter the most.*

Will you ever get a clear answer from Andrew

- *They are not shy of saying no if they do not develop trust in your product.*

Insights For Deal Planning

How Fast (Or Slow) Will Andrew Move?

- *They can take fast decisions if they develop conviction in the product and find you trustworthy.*

Can Andrew Take Some Risk Or Not?

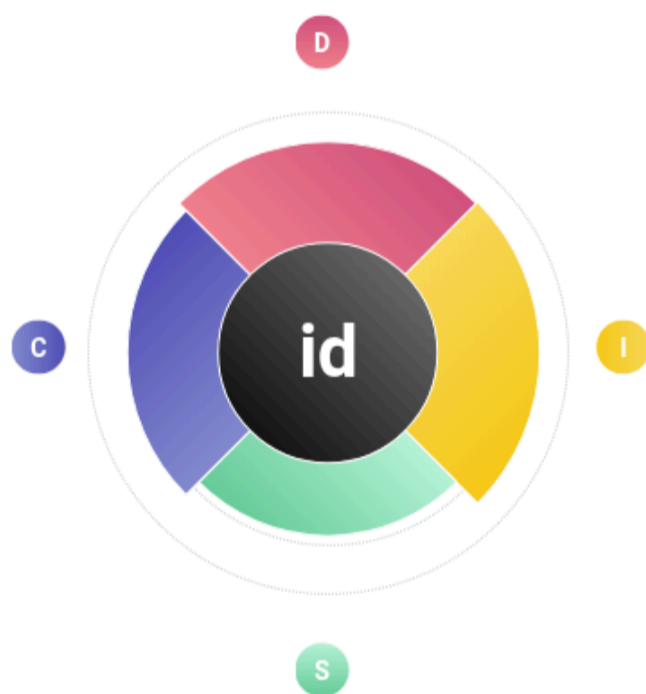
- *They have the capability of taking risky decisions if necessary.*

You And Andrew

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Andrew'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.

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.