



ANDREW M.

Enthusiast
DISC Type : i

Head of AI Strategy & Architecture at Sky
Edinburgh, Scotland, United Kingdom

Overview

Andrew has no verified overview

👉 Personality Overview

Optimistic

Amiable & Agreeable

Non-Confrontational

They tend to be agreeable by nature, so take their promises with a pinch of salt. They are more about building relationships than just cutting deals. Unlike D or C types, they are convinced more by stories and testimonials.

👉 Topics They Care About

Andrew has no verified topics they care about

Media Appearances

Andrew has no verified media appearances

Work History

- 10-2025
Head of AI Strategy & Architecture at Sky
- 3-2024 - 10-2025
Head of Group Technology Innovation at Sky
- 12-2019 - 3-2024
Head of Legal Technology Innovation & Insights at Sky
- 11-2011 - 8-2013
Portfolio Analyst at Quilter
- 1-2011 - 11-2011
Saltgate Limited - Anti Money Laundering (AML) Project at Saltgate Limited

Education

- 2006 - 2011
BSc from University of Surrey

More Information

Social Presence :



Prographics :

Exp : 8 Location : **Edinburgh, Scotland, United Kingdom** Job Level : **Mid-senior**

Designation : **Head of AI Strategy & Architecture at Sky**

Insights For Selling To Andrew

👉 During A Call Or A Meeting

DO's

- Compliment them about their personality if you get a chance
- Ask them how their day is going or exchange some other pleasantries
- Invite them for a lunch or a drink/coffee

DONT's

- Don't be critical or challenge them openly, they can react defensively
- Don't push them for a direct 'no', take lack of 'yes' as 'no' after some time
- Avoid overloading them with too much information

👉 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: 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 Andrew is

- *Relationships and rapport matter to them, but so does the value of the product.*

Will you ever get a clear answer from Andrew

- *They are unlikely to say no directly.*

Insights For Deal Planning

How Fast (Or Slow) Will Andrew Move?

- *They are not very fast decision makers, even while they continue to stay engaged.*

Can Andrew Take Some Risk Or Not?

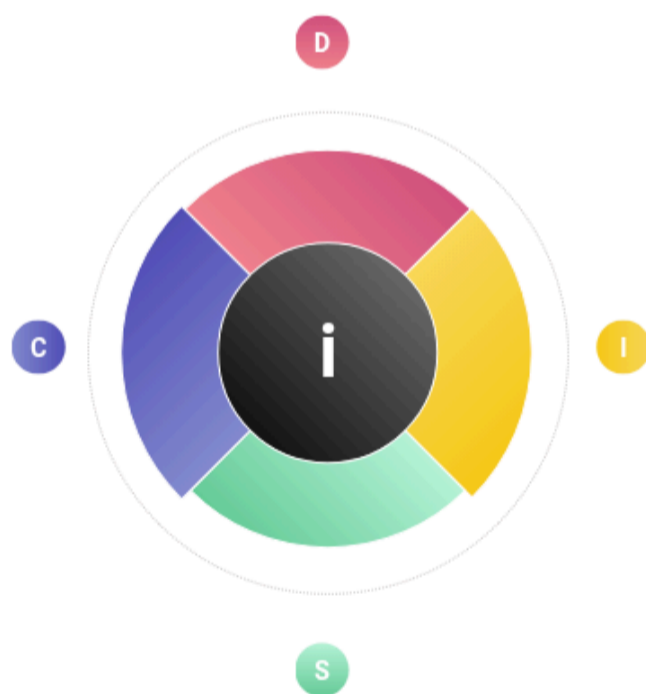
- *If it seems really necessary, they can take small risks.*

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.