



## ANTHEA O.

**Enigma**  
DISC Type : dci

**Interior Designer at Abbayin Interiors**  
London, England, United Kingdom

### Overview

Anthea has no verified overview

#### 👉 Personality Overview

- Friendly Yet Blunt
- Persuasive & Assertive
- Fast Follower

They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They are generally strong communicators and are not easy to convince. They are likely to ask many questions and look heavily for supporting proof as well as information.

#### 👉 Topics They Care About

Anthea has no verified topics they care about

### Media Appearances

Anthea has no verified media appearances

### Work History

- 1-2026  
Interior Designer at Abbayin Interiors
- 2-2024  
Head of Retreats at Pure Hearts UK
- 4-2023  
Senior Associate - Profession, Approach & AI Policy at Financial Conduct Authority
- 8-2022  
Alumni Industry Fellow at Nottingham Trent University
- 3-2022  
Trainer & Policy Researcher at Emerge Worldwide

### Education

- A Levels from Havering Sixth Form College
- Bachelor of Laws (LLB) with Honours from Nottingham Trent University

## More Information

Social Presence :



Prographics :

Exp : **11** Location : **London, England, United Kingdom** Job Level : **Middle**

Designation : **Interior Designer at Abbayin Interiors**

## Insights For Selling To Anthea

### 👉 During A Call Or A Meeting

#### DO's

- Use a combination of data as well as stories for your pitch, a ppt might not be necessary
- Help them realize that any personal risk in making this decision is far less compared to what the results could mean for them
- Use phrases like 'clear evidence', 'data-based results' etc.

#### DONT's

- Don't be too objective but make sure to pad your storytelling with data points
- Don't rely excessively on your relationship with them to win the deal even if you come to form one
- Avoid making offhand commitments, understand the root of their concerns first

## 👉 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:** Anthea, 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 Anthea is

- *Proven value, strong objective evidence are important for them, rapport can impact decisions a little.*

Will you ever get a clear answer from Anthea

- *They are practical and friendly, but can give a clear response with a little prodding*

## Insights For Deal Planning

How Fast (Or Slow) Will Anthea Move?

- *They like to be detailed, so unless they develop strong conviction, they can take their time to arrive at decisions*

Can Anthea Take Some Risk Or Not?

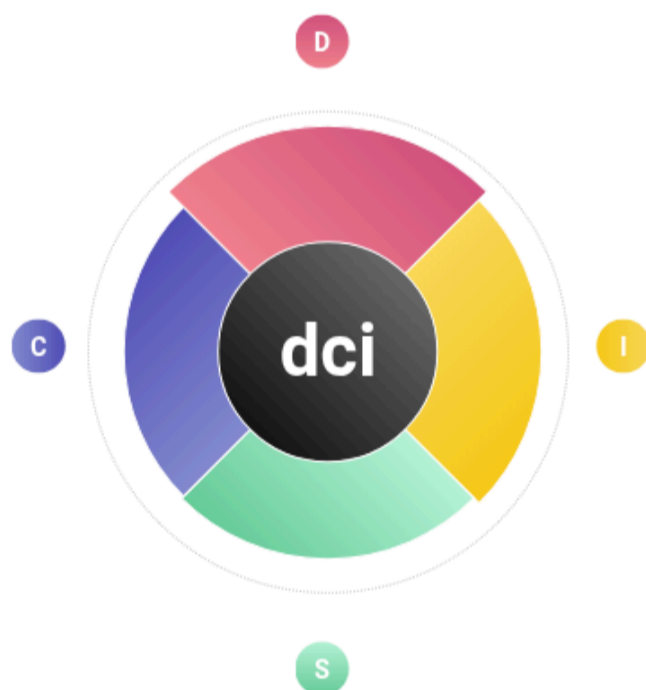
- *They evaluate their decisions systematically and do not take risks that often, unless you can get them to develop strong conviction*

## You And Anthea

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Anthea'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.

### 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.