



BEN S.

Questioner
DISC Type : c

Head of Commercial & Strategy Transformation at British Gas
London Area, United Kingdom

Overview

Ben is a senior leader with over 20 years of experience in the telecommunications industry, specializing in commercial governance, operational management, and strategic transformation. As Head of Commercial & Strategy Transformation at British Gas, he leverages his extensive background to drive large-scale change. He holds a BA in Management & Leadership from The Open University.

He is passionate about nurturing talent and coaching the future leaders of the industry. Ben actively supports his professional network by promoting empowering events and sharing opportunities, demonstrating a clear commitment to helping others grow and succeed in their careers.

In a previous role at Openreach, he was accountable for overseeing yearly Opex budgets of c£50 million and combined Capex budgets exceeding £100 million.

Personality Overview

Value Seeker

Systematic

Not Easily Convinced

While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. They prefer to do thorough analysis of any situation. It is quite likely of them to ask for pricing or other concessions.

Topics They Care About

Strategy Execution

His career is focused on large change implementation programs and strategy transformation within major organizations like British Gas and Openreach.

Talent Development

He has a stated passion for nurturing talent and coaching future leaders, indicating a strong personal and professional interest in mentorship.

Commercial Governance

Has a deep background in financial delivery and commercial governance, having managed annual operational and capital expenditure budgets of over £150 million.

Organizational Improvement

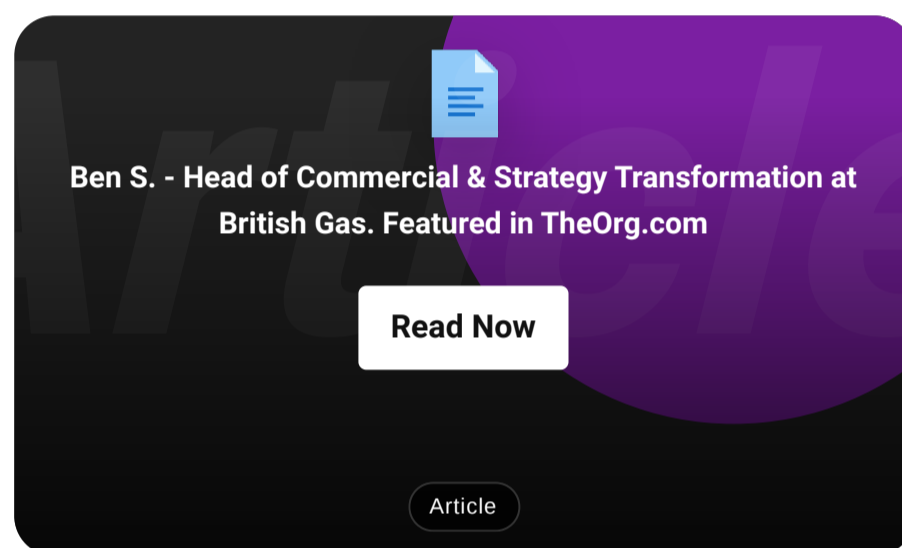
[Predicted] His posts show an interest in opportunities for organizations to improve, aligning with his operational management and strategy background.

Professional Networking

Actively shares opportunities and supports colleagues in his network, showing he values connection and mutual professional support.



Media Appearances



Work History

- 6-2024
Head of Commercial & Strategy Transformation at British Gas
- 4-2023 - 5-2024
Head of Construction Management Office at G.Network Communications
- 1-2019 - 3-2023
Head of Operational Governance - Openreach at Openreach
- 1-2018 - 1-2019
Head of Regional Business Planning at Openreach
- 9-2016 - 1-2018
Senior Operational Grip Manager - Infrastructure Delivery Planning at Openreach

Education

- 2009 - 2016
BA (Hons) - Management & Leadership from The Open University
- 1996 - 1998
A Levels from SEEVIC

More Information

Social Presence :



Prographics :

Exp : 25 Location : London Area, United Kingdom Job Level : Mid-senior

Designation : Head of Commercial & Strategy Transformation at British Gas

Insights For Selling To Ben

👉 During A Call Or A Meeting

DO's

- If you have a lower priced product compared to the competition, call out the same
- Back up any claims with data and numbers
- Emphasise more on facts and measurable benefits

DONT's

- Don't depend too much on anecdotal evidence, it reduces their confidence
- Avoid rushing them, be polite and patient
- Avoid phrases like 'do not worry about', 'no one compares to' etc.

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Ben, this is [user_fname] at [user_companynamewordstwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

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

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Ben is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Ben

- *It doesn't come naturally to them but they can say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Ben Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Ben Take Some Risk Or Not?

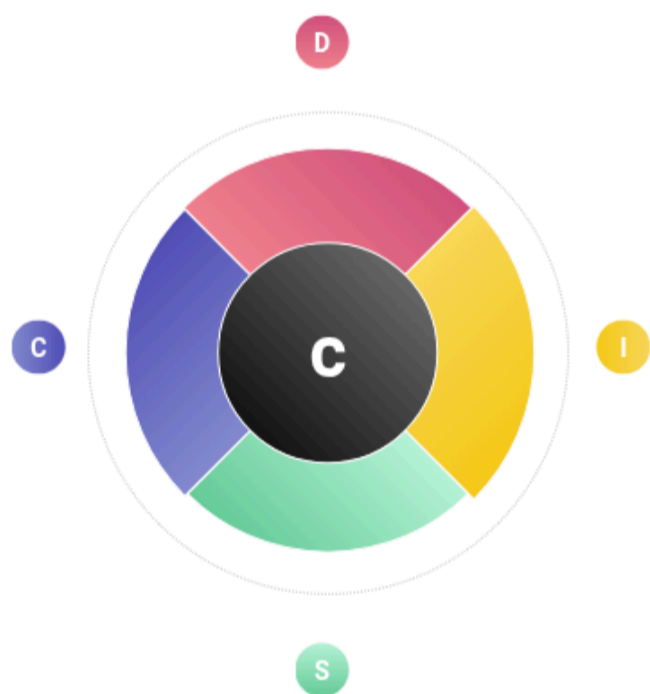
- *They can take some risk if they are confident that they have analyzed the circumstances well.*

You And Ben

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Ben's Key Traits



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.