



## BEN SIMMS

**Commander**  
DISC Type : D

**Chief Executive Officer at Global Health Partnerships (formerly THET)**  
London, England, United Kingdom

### Overview

Ben has no verified overview

#### 👉 Personality Overview

Impact-Driven

Candid & Clear

Risk-Taker

More than the product, they care about the effectiveness of the product. They respond well to strong and respectful communication. They are very proud of what they do.

#### 👉 Topics They Care About

Ben has no verified topics they care about

### Media Appearances

Ben has no verified media appearances

### Work History

- 6-2015  
Chief Executive Officer at Global Health Partnerships (formerly THET)
- 4-2019  
Fellow at The RSA (Royal Society for the encouragement of Arts, Manufactures and Commerce)
- 4-2010 - 5-2015  
Director at STOPAIDS
- 8-2009 - 6-2010  
Chair, Disability & Development Group (DDG) at Bond UK
- 5-2005 - 3-2010

### Education

- 1998 - 2002  
MSc from The Open University
- 1984 - 1988  
MA (Hons) from The University of Edinburgh

Head of International Development & Director, Sue  
Ryder International at Sue Ryder Care

## More Information

### Social Presence :



### Prographics :

Exp : **20** Location : **London, England, United Kingdom** Job Level : **Leadership**

Designation : **Chief Executive Officer at Global Health Partnerships (formerly THET)**

## Insights For Selling To Ben

### 👉 During A Call Or A Meeting

#### DO's

- Get to the point quickly instead of spending time doing small talk
- Objectively showcase the impact that your product creates
- When negotiating terms, help them build an impression that they are the ones calling the shots

#### DONT's

- Avoid being a storyteller and don't try to oversell
- Don't focus on process and rules, give the impression of being a 'gets it done' person
- Don't take too much time in sending them information if they ask for any

## 👉 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:** Ben, 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

*Example: Personalization', 'Sales conversion' etc.*

**Salutation:** No

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

**Greeting:** No

*Example: Skip 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: Skip 'Warm regards', 'Best wishes' etc., just write your name*

**Tone of Words:** Confident, challenging

**Overall Messaging:** Focused on results

**Length of Mail:** Very Short

*Example: Less than 75 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Ben is

- *Confidence in impact is paramount to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Ben

- *If they decide not to go ahead, they will say no without hesitation.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Ben Move?

- *They can take decisions very fast if you manage to convince them.*

Can Ben Take Some Risk Or Not?

- *The risks don't matter much to them.*

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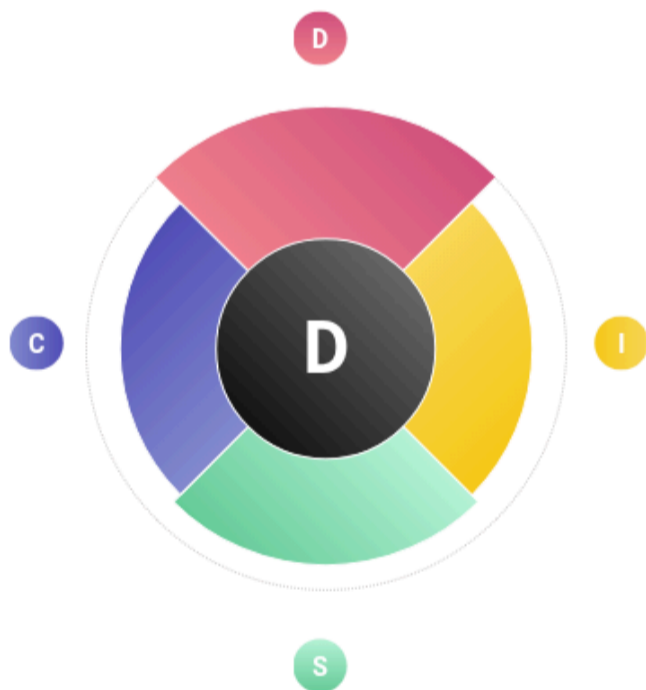
## You And Ben

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Ben'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.