



# BENJAMIN MURRAY

**Enigma**  
DISC Type : Dci

**Digital Learning Business Partner at Anglian Water Services**  
Lincoln, England, United Kingdom

## Overview

Benjamin Murray is a Learning and Enterprise Performance leader with over 20 years of experience managing large-scale digital transformations, including SAP S/4HANA. He holds a Diploma in Organisational Learning and is praised by colleagues as engaging, proactive, and approachable.

Outside of his professional work, Benjamin is involved in his community as a Member of the Board of Trustees for The Patchwork Community. He is a family man who shares reflections on personal experiences, such as lessons learned while recovering from surgery.

Unique fact: Benjamin is a public speaker who challenges common industry myths, such as the concept of "learning styles," advocating for evidence-based practices.

### 👉 Personality Overview

**Fast Follower**      **Hard To Convince**      **Friendly Yet Blunt**

They are likely to ask many questions and look heavily for supporting proof as well as information. 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.

### 👉 Topics They Care About

- Enterprise Transformation**  
Specializes in helping organizations absorb complex systems changes like SAP S/4HANA and M365 with minimal productivity loss, a core theme of his career.
- Performance Enablement**  
Focuses on embedding learning directly into the flow of work to reduce errors and protect performance after a new system goes live.
- Debunking L&D Myths**  
He publicly posts about challenging outdated theories like "learning styles," showing he is a critical thinker focused on effective, research-backed methods.

### Community Involvement

Serves as a Member of the Board of Trustees for The Patchwork Community, demonstrating a commitment to giving back outside of his corporate role.

### Personal Resilience

He has written publicly about the lessons learned while recovering from a major surgery, indicating a value for personal growth and overcoming challenges.



## Media Appearances

Benjamin has no verified media appearances

## Work History

- 11-2021  
Digital Learning Business Partner at Anglian Water Services
- 4-2019 - 12-2021  
Learning Technologies Business Partner at NHS Supply Chain
- 8-2018 - 11-2019  
Member Board Of Trustees at The Patchwork Community
- 7-2017 - 4-2019  
Digital Learning Lead at Domestic & General
- 8-2016 - 7-2017  
Training Manager at Experian

## Education

- 2013 - 2014  
Certificate in Learning & Development from CIPD
- 2016 - 2016  
Diploma in Organisational Learning from Institute of Training and Occupational Learning (ITOL)

## More Information

### Social Presence :



### Prographics :

Exp : **9** Location : **Lincoln, England, United Kingdom** Job Level : **N/A**

Designation : **Digital Learning Business Partner at Anglian Water Services**

# Insights For Selling To Benjamin

## 👉 During A Call Or A Meeting

### DO's

- Use phrases like 'clear evidence', 'data-based results' etc.
- Help them realize that any personal risk in making this decision is far less compared to what the results could mean for them
- Leverage 'negging', or the art of asking negative questions like "you must not be convinced yet..."

### DONT's

- Don't rely excessively on your relationship with them to win the deal even if you come to form one
- Don't be too objective but make sure to pad your storytelling with data points
- Avoid long presentations and just 'high-level' value proposition, dive into the details

## 👉 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:** Benjamin, 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 Benjamin is

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

Will you ever get a clear answer from Benjamin

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

## Insights For Deal Planning

How Fast (Or Slow) Will Benjamin Move?

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

Can Benjamin Take Some Risk Or Not?

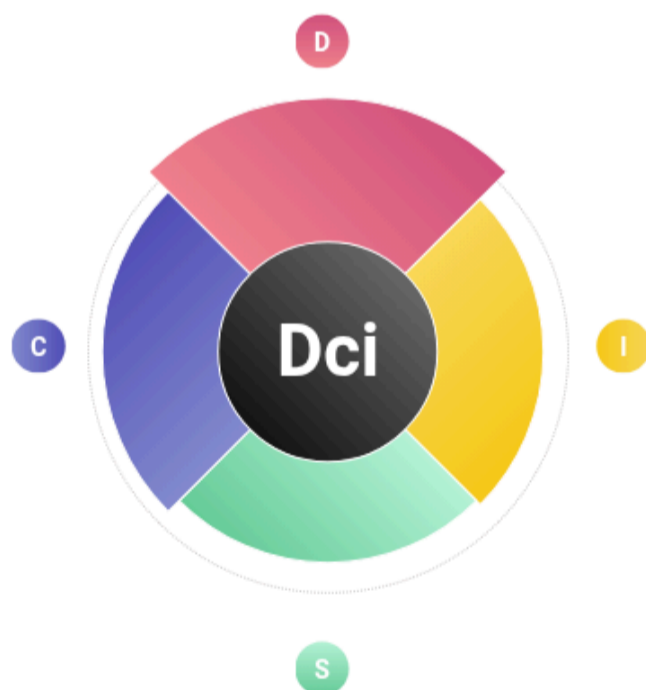
- *They evaluate their decisions systematically and do not take risks that often, unless you can get them to develop strong conviction*

## You And Benjamin

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Benjamin'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.