



## BOB (FULTON) HOWARD

**Examiner**  
DISC Type : sc

**Head of Operations at Fowler Welch**  
Whitchurch, England, United Kingdom

### Overview

Bob is a seasoned logistics professional with extensive experience managing national contracts and processes for major UK dairy producers, including Müller and Arla Foods. His expertise lies in warehousing, distribution systems, and the specialized handling of chilled goods, holding titles such as National General Manager.

He has progressed from regional to national management roles, overseeing logistics for Scotland and the North West before taking on nationwide contract responsibilities.

### 👉 Personality Overview

**Unexpressive**

**Late Adopter**

**Overcautious**

They are heavily focused on quality and prefer doing things the right way, even if it takes time. They do not like taking risks at all and go for proven options in the end. The only way to convince them is by showing them examples and ample proof.

### 👉 Topics They Care About

#### Logistics Contracts

His career includes roles like "National General Manager (Contracts)" and "National logistics process and contracts manager," highlighting his focus on managing large-scale agreements.

#### Chilled Distribution

His background at Arla Foods specifically involved the warehousing, storage, and distribution of chilled goods for both internal and third-party clients.

#### Supply Chain Systems

His role at Muller involves managing "process contracts systems and service," indicating a focus on the technology and processes that drive logistics efficiency.

### Dairy Logistics

[Predicted] His entire career history is rooted in the dairy industry with Arla Foods and Müller, suggesting deep knowledge of this sector's unique supply chain challenges.

### Road Haulage

He shows an interest in the Road Haulage Association (RHA), indicating he follows broader industry trends, regulations, and best practices in freight transport.



## Media Appearances

Bob has no verified media appearances

## Work History

- 8-2025  
Head of Operations at Fowler Welch
- 1-2023 - 9-2025  
Head of function at Müller Milk & Ingredients
- 3-2018 - 9-2025  
process contracts systems and service at Müller Milk & Ingredients
- 3-2018 - 9-2025  
National logistics process and contracts manager at Müller Wiseman Dairies
- 1-2013 - 1-2018  
National General Manager (Contracts) at Arla Foods  
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## Education

Bob has no verified education history

## More Information

### Social Presence :



### Prographics :

Exp : **16** Location : **Whitchurch, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Head of Operations at Fowler Welch**

# Insights For Selling To Bob (Fulton)

## 👉 During A Call Or A Meeting

### DO's

- Ask them which other stakeholders would be important for this purchase decision
- Be firm in your communication and stay in control
- Expect them to be vague in response to your questions, ask firmly and pointedly

### DONT's

- Avoid getting into storytelling mode, especially when they ask specific questions
- Don't use phrases like 'do not worry', 'i promise' etc.
- Don't rely on relationship building even if they act pleasantly

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

**Pace:** Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

**Tone:** Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

**Tactics To Win:** Use of social proof, FOMO, repeating their name

**Mistakes To Avoid:** Strong words, over-confidence, informal language

**Making The Ask:** Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

**Subconscious Driver:** They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

### Script

**Greeting:** Good morning/evening Bob (Fulton), how are you? This is [user\_fname] at [user\_companynamewithfirsttwowords].

**Opener:** You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

**Introduction:** My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

**Ask:** Bob (Fulton), companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

**Close:** If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect\_email]?

## 👉 When Writing An Email

**Subject:** Precise

*Example: Measurable results', '6.2% more sales' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi' (along with the first name)*

**Greeting:** Yes (Say something formal/usual)

*Example: Use standard lines, like 'I hope that you are doing well' etc.*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'*

**Complimentary Close:** Formal

*Example: Something simple like 'Thanks', 'Regards' etc.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on removing doubts

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Bob (Fulton) is

- *Proof of usage by others in the industry, case studies showing ROI are likely to work the best with them.*

Will you ever get a clear answer from Bob (Fulton)

- *Often, they don't say no, or keep going about it in circles.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Bob (Fulton) Move?

- *They are some of the slowest movers and take their time reaching decisions.*

Can Bob (Fulton) Take Some Risk Or Not?

- *They have very low acceptance of risk even if they do not say it directly.*

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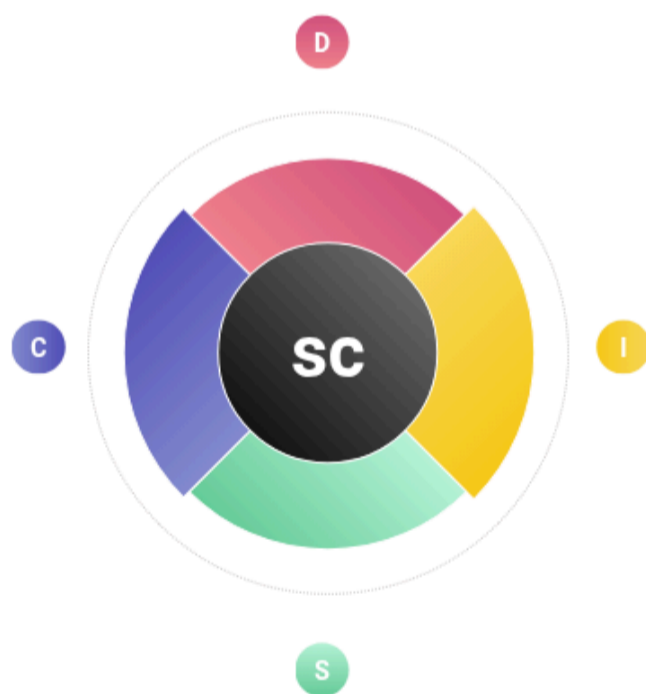
## You And Bob (Fulton)

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Bob (Fulton)'s Key Traits



### STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.

### 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.