



# CHRIS BURNHAM

**Energizer**  
DISC Type : I

**Deputy Head of Communications at Department for Environment, Food and Rural Affairs**  
London, England, United Kingdom

## Overview

Chris has no verified overview

### 👤 Personality Overview

**Informal**      **Full Of Energy**      **Enthusiastic**

They excel at seeing the bigger picture, and the long-term impact of their decisions. Unlike C or D types, they are vocal with their opinions but not so much with their questions. They are people oriented, friendly and like creating new connections.

### 👤 Topics They Care About

Chris has no verified topics they care about

## Media Appearances

Chris has no verified media appearances

## Work History

- 11-2020  
Deputy Head of Communications at Department for Environment, Food and Rural Affairs
- 11-2018 - 11-2020  
Head of People and Performance at Department for Environment, Food and Rural Affairs
- 10-2017 - 11-2018  
Deputy Head of Communications at Department for Environment, Food and Rural Affairs
- 1-2015 - 10-2017  
Senior Communications Advisor at Environment Agency
- 4-2012 - 12-2014

## Education

- 1993 - 1994  
M.Sc. from King's College, UoL
- 1986 - 1989  
B.Sc (Hons) from King's College, UoL

Regional Communications Manager at Environment Agency

## More Information

Social Presence :



Prographics :

Exp : **14** Location : **London, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Deputy Head of Communications at Department for Environment, Food and Rural Affairs**

## Insights For Selling To Chris

### During A Call Or A Meeting

#### DO's

- Use phrases like 'people will love', 'massive impact' etc.
- Talk about their team and how your product will help them do things better and easier
- Do some small talk, ask them how things are going on their side

#### DONT's

- Avoid ifs and buts, don't talk too much about the risks etc.
- Don't be too formal, focus on building comfort and trust
- Avoid cutting into their flow

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

**Pace:** Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

**Tone:** Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

**Tactics To Win:** Giving social proof, personal rapport, usage of superlatives, repeating their name.

**Mistakes To Avoid:** Information overload, use of negations

**Making The Ask:** Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

**Subconscious Driver:** They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

### Script

**Greeting:** Hey Chris, [user\_fname] here at [user\_companynamewordstwowords] calling you this morning/evening!

**Opener:** Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

**Introduction:** We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

**Ask:** Chris, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

**Close:** So morning at around [time] next [tuesday], shall we say? And is it [prospect\_email]? Don't want to get that wrong you know!

## 👉 When Writing An Email

**Subject:** Personalized, catchy

*Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.*

**Salutation:** Yes (Something casual)

*Example: Use 'Hi', 'Hey' etc. (along with the first name)*

**Greeting:** Yes (Say something interesting/unusual)

*Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Build excitement

*Example: Something like 'So John, lets get the ball rolling?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Excited!', 'To a great partnership!' etc.*

**Tone of Words:** Friendly, first-person

**Overall Messaging:** Focused on the person and relationship

**Length of Mail:** Long

*Example: Maximum upto 150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Chris is

- *Relationship and trust can be vital with them, sometimes more than anything else.*

Will you ever get a clear answer from Chris

- *They are unlikely to say no directly, you have to make that decision yourself.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Chris Move?

- *They are not the fastest decision makers, their friendly approach can give false positive signals.*

Can Chris Take Some Risk Or Not?

- *They can accept limited risks, ones that they think will not impact them personally.*

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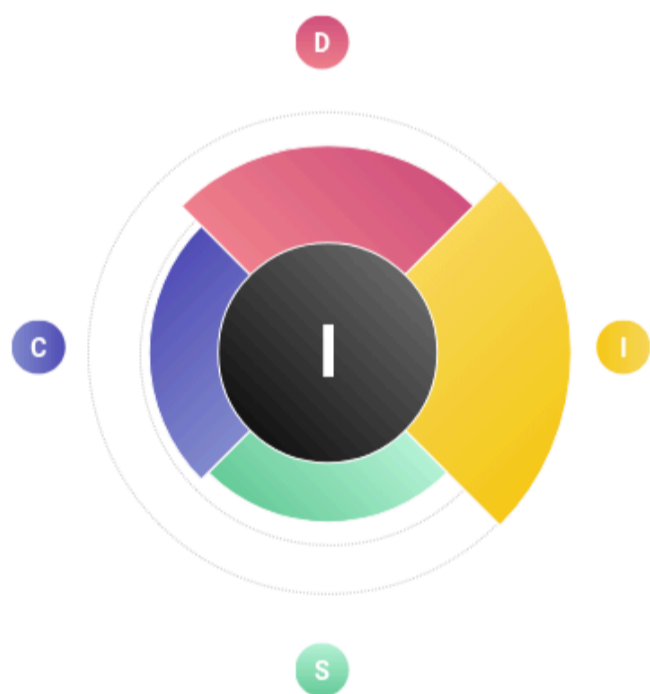
## You And Chris

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Chris's Key Traits



### 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.