



## COLIN HICKS

**Doer**  
DISC Type : sd

**Chief Strategy & Partnerships Officer & Deputy Chief Executive at Sussex Partnership NHS Foundation Trust**  
United Kingdom

### Overview

Colin has no verified overview

#### 👤 Personality Overview

**Deliberate Doer**

**Results Focused**

**Strategic Planner**

They are very professional in their approach and can weigh multiple perspectives together. They might take some time to make their mind up but once they do, they don't change it easily. They exhibit a rare combination of being result-oriented but patient at the same time.

#### 👤 Topics They Care About

Colin has no verified topics they care about

### Media Appearances

Colin has no verified media appearances

### Work History

- 5-2025  
Chief Strategy & Partnerships Officer & Deputy Chief Executive at Sussex Partnership NHS Foundation Trust
- 3-2023  
Chief Strategy and Partnerships Officer at Sussex Partnership NHS Foundation Trust
- 1-2021 - 2-2023  
Director of Mental Health Collaborative Programme at Sussex Health and Care Partnership (East Sussex CCG)
- 4-2017 - 12-2020  
Service Director - Mental Health and Learning Disabilities at Dorset HealthCare University NHS

### Education

- 2012 - 2014  
Master of Business Administration (M.B.A.) from University of Bath
- 2003 - 2006  
Doctorate of Psychology from University of Surrey

Foundation Trust

• 12-2012 - 3-2017

Associate Director/Specialist Services Manager at  
Dorset HealthCare University NHS Foundation Trust

## More Information

### Social Presence :



### Prographics :

Exp : **19** Location : **United Kingdom** Job Level : **Leadership**

Designation : **Chief Strategy & Partnerships Officer & Deputy Chief Executive at Sussex Partnership NHS Foundation Trust**

## Insights For Selling To Colin

### 👉 During A Call Or A Meeting

#### DO's

- Let them know of potential risks but suggest mitigation methods alongside
- Come across as a trustworthy professional and be respectful, they usually know their game
- Ask them at the end if they see a strong value prop in your product; expect an honest answer

#### DONT's

- Don't take their patience for granted, avoid long-winding sermons
- Don't shy away from asking hard questions, but be extra polite
- Don't go over them unless you are left with no other option

## 👉 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 Colin, 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:** Colin, 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:** To the point, formal

*Example: Personalized sales funnel', '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:** Formally state your ask

*Example: Something like 'If you are available tomorrow, shall we discuss this?'*

**Complimentary Close:** None or standard

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

**Tone of Words:** Confident with a formal touch

**Overall Messaging:** Focused on output

**Length of Mail:** Short

*Example: Maximum upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Colin is

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Colin

- *They will say no if they are not convinced but you will have to prompt them.*

## Insights For Deal Planning

How Fast (Or Slow) Will Colin Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Colin Take Some Risk Or Not?

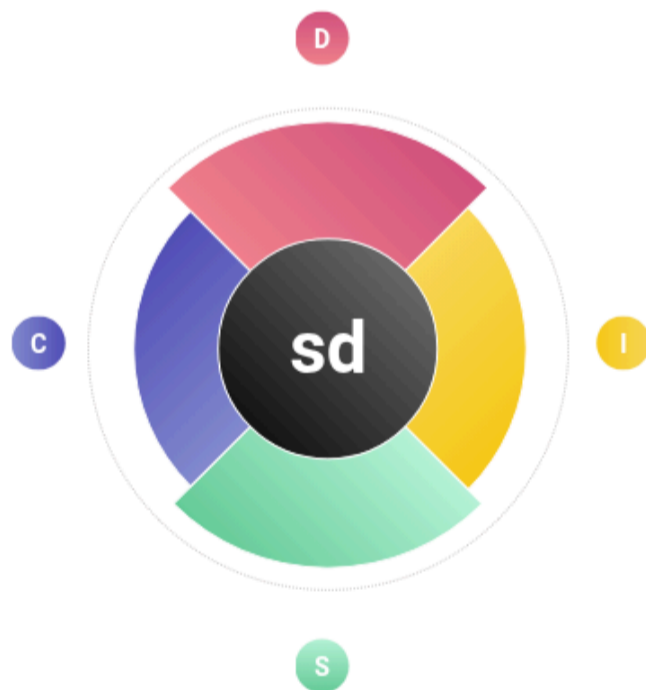
- *They have good risk tolerance but are likely to think it through once or twice.*

## You And Colin

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Colin'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.

### 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.