



DAVE GREEN

Doer
DISC Type : ds

Managing Director at Eggcellent Lighting
Stowmarket, England, United Kingdom

Overview

Dave Green is the Managing Director and founder of Eggcellent Lighting Ltd, an award-winning baby sleep technology company. With an extensive engineering background and over 20 years in the global energy sector, he now designs innovative nursery products. Colleagues describe him as knowledgeable, skilled, and a fantastic human.

Driven by a passion for creating practical solutions, Dave has transitioned his engineering expertise to help families. He shows a strong entrepreneurial spirit, actively developing new product ideas from concept to creation and even exploring other potential business ventures in his spare time, such as dental tourism.

After two decades of installing high-voltage power stations in Asia for Caterpillar, he pivoted to inventing baby night lights in Suffolk.

👍 Personality Overview

Long-term Focused

Results Focused

Strategic Planner

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

👍 Topics They Care About

Baby Sleep Tech

He founded Eggcellent Lighting to innovate in this space and is the key designer behind the company's award-winning 'Sounds U Like' baby night light.

Product Engineering

His engineering background is central to his role, where he personally spearheads the design and development of new, functional products for families.

Global Energy Sector

Has over 20 years of experience in power generation and energy saving, including installing large-scale gas power stations in Asia for Caterpillar Inc.

Startup Growth

As a founder, he is focused on the fundamentals of growing his business, including building a team and exploring equity-based partnerships for marketing.

Eco-Conscious Design

A core part of his company's mission is to create eco-conscious products that are designed to be practical and grow with children over many years.

New Business Ventures

Actively explores new and diverse business ideas, showing a continuous entrepreneurial drive beyond his current company's focus.



Media Appearances

Dave has no verified media appearances

Work History

- 9-2018
Managing Director at Eggcellent Lighting
- 1-2013 - 8-2018
The Future is Bright at Keep working hard
- 5-2012 - 5-2013
Director at Save Energy Asia
- 10-2000 - 2001
Engineer on site power Generation Bangladesh, 3 11 Mw Gas power Stations at Caterpillar Inc.
- 4-1995 - 1998
Site Superintendent at The China Engineers, Limited

Education

- Education details unavailable from Kenington Manor High School London

More Information

Social Presence :



Prographics :

Exp : **21** Location : **Stowmarket, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Managing Director at Eggcellent Lighting**

Insights For Selling To Dave

👉 During A Call Or A Meeting

DO's

- Ask them at the end if they see a strong value prop in your product; expect an honest answer
- Suggest clear next steps with confidence, don't be vague or hesitant
- Use phrases like 'your team deserves', 'best in class' etc.

DONT's

- Don't get into pricing discussions early on, steer conversation towards proven results
- 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: 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: Dave, 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, 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 Dave 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 Dave

- *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 Dave Move?

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

Can Dave Take Some Risk Or Not?

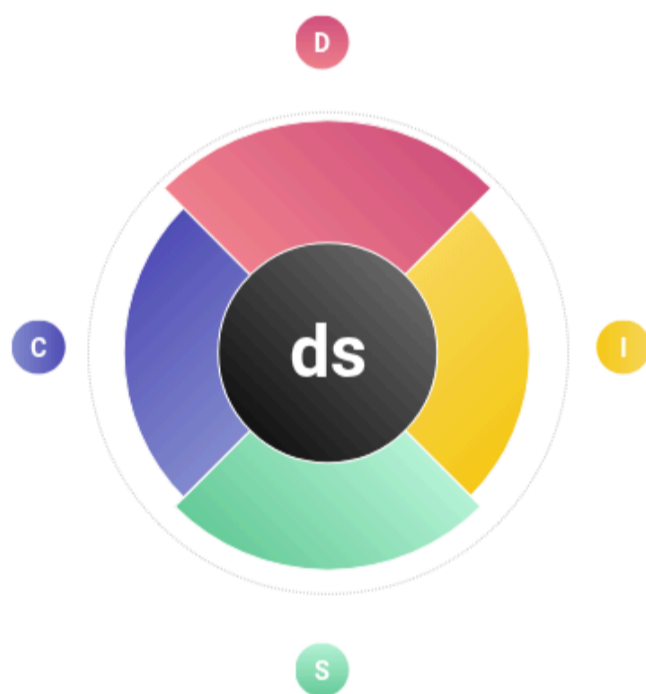
- *They have good risk tolerance but are likely to think it through once or twice.*

You And Dave

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Dave'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.

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.