



DAVID POWELL

Supporter
DISC Type : s

Founder and Group Business Development Director at FMC Global Talent
London, England, United Kingdom

Overview

David has no verified overview

👉 Personality Overview

Social Proof Driven Risk-averse Slow To Decisions

They maintain good relationships with everyone, internally and externally. They are motivated by the potential impact of their decision on the organization. They prefer to follow rules and procedures.

👉 Topics They Care About

David has no verified topics they care about

Media Appearances

David has no verified media appearances

Work History

- 1-2001
Founder and Group Business Development Director at FMC Global Talent
- 3-1999 - 12-2000
Account Manager at Allegis Group

Education

- 2011 - 2012
Advanced Development Program from Cranfield School of Management
- 1994 - 1997
Political Science and Government from Lancaster University

More Information

Social Presence :



Prographics :

Exp : 27 Location : London, England, United Kingdom Job Level : Leadership

Insights For Selling To David

👉 During A Call Or A Meeting

DO's

- Engage other key stakeholders on their side and leverage if they approve of your product
- Show willingness to accommodating their needs or requests
- If possible, connect them to existing customers

DONT's

- Don't rush them to make quick decisions
- Don't keep pushing them for a straight answer, just make your own conclusions
- Don't use phrases like 'there might be', 'we haven't yet', 'latest technology' etc.

👉 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 David, how are you? This is [user_fname] at [user_companynamewordstwowords].

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: David, 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: Formal

Example: Discussion regarding next steps', 'Humantic AI and sales conversion' etc.

Salutation: Yes (Something formal)

Example: Use 'Hello', 'Dear' etc. (along with the first name)

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'Thanks for taking the time' etc.

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Simply lay out the next steps

Example: Something like 'Would you be available to speak tomorrow?'

Complimentary Close: Formal

Example: Something standard like 'Warm regards', 'Best wishes' etc.

Tone of Words: Friendly, second-person

Overall Messaging: Focused on social proof and process

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with David is

- *Low-risk, go-ahead from other stakeholders and successful evaluation as per process matter the most to them.*

Will you ever get a clear answer from David

- *They don't say no very often, and can take you around in circles sometimes.*

Insights For Deal Planning

How Fast (Or Slow) Will David Move?

- *They do not like to rush and can be quite slow in their decision making.*

Can David Take Some Risk Or Not?

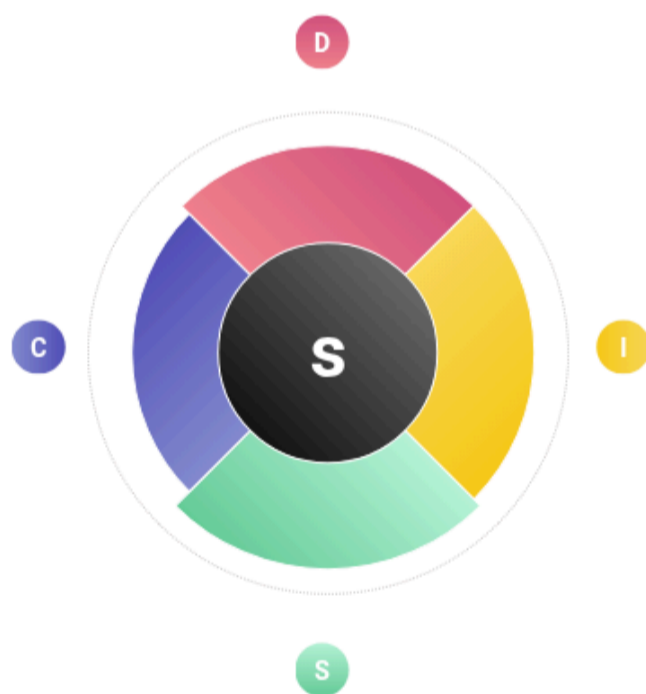
- *They have little risk-appetite and prefer to take decisions that others support.*

You And David

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : David'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.