



## DAVID STOREY

**Collaborator**

DISC Type : is

**Head of Integrated Strategy and Planning at Booking.com**

Hertford, England, United Kingdom

### Overview

David has no verified overview

#### 👉 Personality Overview

**Appreciative**

**Consensus Builder**

**Example Driven**

Scenarios where both sides can come out as winners appeal to them greatly. Unlike D or C types, they are calm as well as friendly and can give the impression of being more receptive than they actually are. They are more likely to opt for solutions that are proven in the market.

#### 👉 Topics They Care About

David has no verified topics they care about

### Media Appearances

David has no verified media appearances

### Work History

- 4-2022  
Head of Integrated Strategy and Planning at Booking.com
- 2-2019 - 12-2022  
Partner - Global Strategy and Planning at Mindshare
- 4-2016 - 6-2018  
Partner - Regional Media and Content Strategy, APAC at Carat
- 7-2014 - 4-2016  
Regional Business Director, APAC - Mondelez at Carat
- 6-2013 - 7-2014  
Strategist at Global Radio

### Education

- 1-2022 - 3-2022  
Certificate in Disruptive Strategy from Harvard Business School Online
- 10-2020 - 12-2020  
Marketing from MiniMBA

## More Information

Social Presence :



Prographics :

Exp : **15** Location : **Hertford, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Head of Integrated Strategy and Planning at Booking.com**

## Insights For Selling To David

### 👉 During A Call Or A Meeting

#### DO's

- Be visibly appreciative of their actions during your interactions
- If possible, involve their colleagues in the sales process
- Use phrases like 'trust me when', 'your team will love' etc.

#### DONT's

- Avoid unnecessary confrontation if it arises incidentally
- Don't ask too many questions that sound too dry and objective
- Don't get into excessive details unless prompted

## 👉 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 David, [user\_fname] here at [user\_companynamewithfirsttwowords] 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:** David, 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, clear

*Example: John, let's close this tomorrow?', 'You will get this!' etc.*

**Salutation:** Yes (Something formal)

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

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

*Example: Say something usual and friendly, like 'It's a real pleasure'*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Close on a positive note

*Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Looking forward!', 'To new beginnings!' etc.*

**Tone of Words:** Friendly, exciting

**Overall Messaging:** Focused on social proof

**Length of Mail:** Medium

*Example: Ideally upto 130-150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with David is

- *Relationship and rapport play a major role, followed by low risk and the presence of proof points.*

Will you ever get a clear answer from David

- *They are diplomatic when the need arises; they hardly ever say a direct no.*

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## Insights For Deal Planning

How Fast (Or Slow) Will David Move?

- *They can take their time to reach decisions, even while they stay engaged and friendly.*

Can David Take Some Risk Or Not?

- *They are unlikely to take many risks.*

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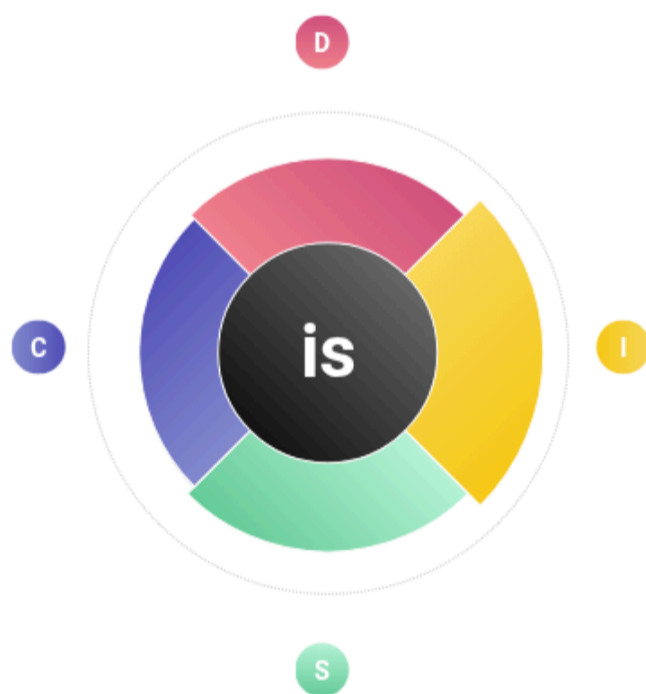
## You And David

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : David'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.

### 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.