



DEBORAH JOHNSON

Doer
DISC Type : ds

Senior Human Rights Manager at Marks and Spencer
Tonbridge, England, United Kingdom

Overview

Deborah has no verified overview

👉 Personality Overview

Results Focused Risk-Accepting Fast-paced

They might take some time to make their mind up but once they do, they don't change it easily. Reading between the lines and seeing beyond your words comes naturally to them. They exhibit a rare combination of being result-oriented but patient at the same time.

👉 Topics They Care About

Deborah has no verified topics they care about

Media Appearances

Deborah has no verified media appearances

Work History

- 6-2023
Senior Human Rights Manager at Marks and Spencer
- 10-2021
Responsible Sourcing Manager, Food at Marks and Spencer
- 9-2019 - 9-2021
Ethical and Sustainability Manager at A Gomez Ltd
- 1-2013 - 8-2019
Consultant in ethical trade, business and human rights at Self-employed
- 1-2010 - 3-2013
Category Leader at Ethical Trading Initiative

Education

- 1997 - 2001
Modern and Medieval Languages from University of Cambridge
- 2006 - 2009
MSc Development Studies from SOAS University of London

More Information

Social Presence :



Prographics :

Exp : 17 Location : **Tonbridge, England, United Kingdom** Job Level : **Middle**

Designation : **Senior Human Rights Manager at Marks and Spencer**

Insights For Selling To Deborah

👉 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
- You can spend time on BANT (or other qualification methodology) but keep it to the point
- Come across as a trustworthy professional and be respectful, they usually know their game

DONT's

- Don't shy away from asking hard questions, but be extra polite
- Avoid putting conscious effort into relationship-building
- Don't focus too much on mutual contacts or bother about other stakeholders, focus on them

👉 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: Deborah, 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 Deborah 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 Deborah

- *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 Deborah Move?

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

Can Deborah Take Some Risk Or Not?

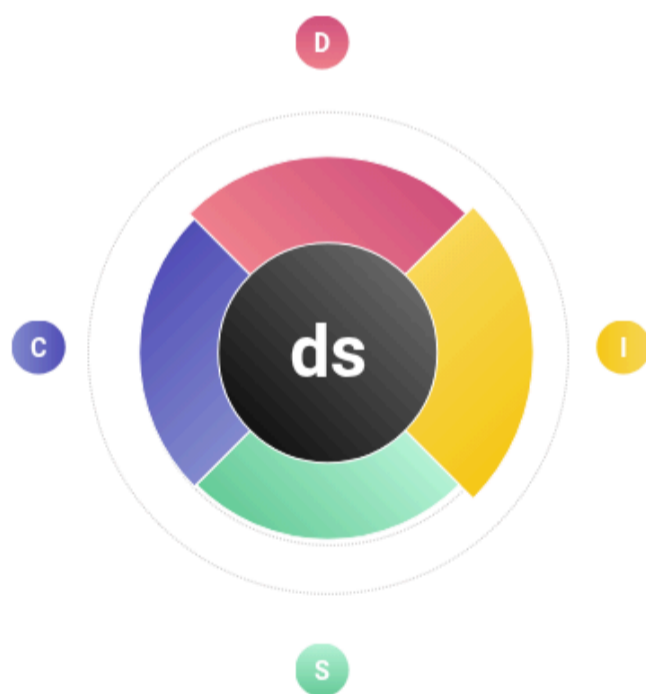
- *They have good risk tolerance but are likely to think it through once or twice.*

You And Deborah

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Deborah'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.