



EMMA NELSON

Supporter
DISC Type : s

Podcast presenter and producer at @emmanuelsonmedia
London, England, United Kingdom

Overview

Emma has no verified overview

Personality Overview

Slow To Decisions

Social Proof Driven

Thoughtful In Approach

They are unlikely to become strong champions as they don't prefer pushing other people. They are good and approachable with everyone, internally and externally. Their motivation stems from the impact that their decisions can have on the organization.

Topics They Care About

Emma has no verified topics they care about

Media Appearances

Emma has no verified media appearances

Work History

- 2-2011
Podcast presenter and producer at @emmanuelsonmedia
- 2-2011
Event Moderator and Host - Chanel, UNWTO, OECD, European Parliament, Adecco Foundation, Monocle. at @emmanuelsonmedia
- 1-2011
Radio and Television presenter/reporter Monocle Radio, BBC, Classic FM, BFBS, France 24 at freelance
- 2-2009 - 5-2010
BBC WORLD TV NEWS - Reporter at BBC News
- Communications Specialist at freelance

Education

- Education details unavailable from City St George's, University of London

More Information

Social Presence :



Prographics :

Exp : **16** Location : **London, England, United Kingdom** Job Level : **Junior**

Designation : **Podcast presenter and producer at @emmanuelsonmedia**

Insights For Selling To Emma

👉 During A Call Or A Meeting

DO's

- Engage other key stakeholders on their side and leverage if they approve of your product
- If possible, connect them to existing customers
- Focus your pitch on the impact that you could help them have on their organization

DONT's

- Don't don the salesperson avatar, be the friendly advisor instead
- 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 Emma, 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: Emma, 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 Emma is

- *Low risk, approval of other stakeholders and successful process-based evaluation are most important for them.*

Will you ever get a clear answer from Emma

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

Insights For Deal Planning

How Fast (Or Slow) Will Emma Move?

- *They do not like to rush, so they could be slow in making decisions.*

Can Emma Take Some Risk Or Not?

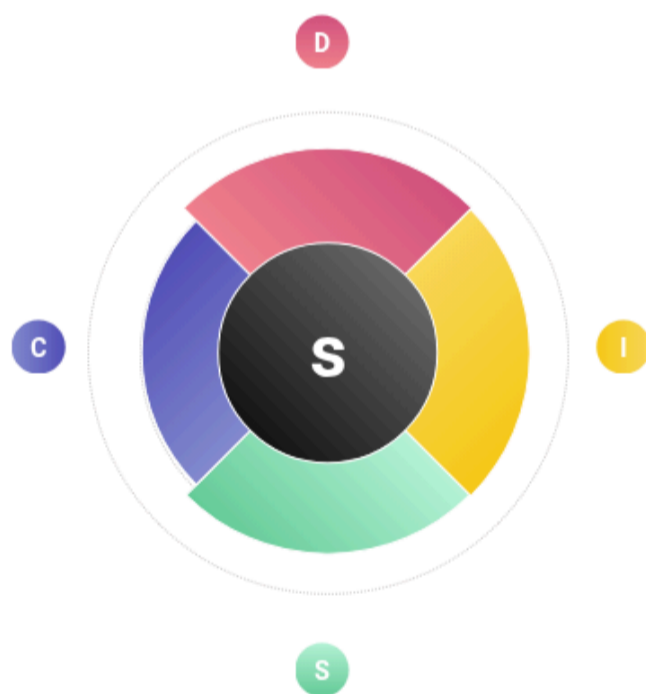
- *They are risk-averse and like to make decisions that others support.*

You And Emma

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Emma'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.