



FABIOLA B.

Critic
DISC Type : C

Head of Strategic Supply Resilience at Department of Health and Social Care
United Kingdom

Overview

Fabiola has no verified overview

👉 Personality Overview

Critic Information Seeker Precise

They like to do things independently and don't look for support from others. Unless the value is proven by data, they are unlikely to value fancy features. It is very likely that they will negotiate pricing or other important terms.

👉 Topics They Care About

Fabiola has no verified topics they care about

Media Appearances

Fabiola has no verified media appearances

Work History

- 7-2020
Head of Strategic Supply Resilience at Department of Health and Social Care
- 2-2020 - 6-2020
Senior Private Secretary to Permanent Secretary (Leading Covid-19 response) at Department of Health and Social Care
- 3-2019 - 1-2020
Head of Acute Care at Department of Health and Social Care
- 7-2017 - 2-2019
Middle East Project Manager - Healthcare UK at Department for International Trade (DIT)
- 3-2017 - 7-2017

Education

- 10-2019 - 11-2022
Msc from Imperial College London
- 2012 - 2013
Master of Arts (MA) from University of Sussex

Strategy Advisor (seconded to work on election planning) at UK Department of Health

More Information

Social Presence :



Prographics :

Exp : **11** Location : **United Kingdom** Job Level : **Mid-senior**

Designation : **Head of Strategic Supply Resilience at Department of Health and Social Care**

Insights For Selling To Fabiola

👉 During A Call Or A Meeting

DO's

- Be ready for penetrating questions and critical examination of your pitch
- Keep some extra margin while sharing pricing, they are likely to negotiate later
- If you can, show them industry reports or analyst comments instead of sharing anecdotal stories

DONT's

- Don't try too hard to build a relationship with them
- Don't give superficial answers, they are easily rattled by them
- Don't rush them till they have clearly gotten all the necessary information

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Fabiola, this is [user_fname] at [user_companynamewordstwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

Example: Something simple like 'Thanks', or nothing at all.

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Fabiola is

- *Proven ROI, pricing and objective proof points are the factors that sway their decision.*

Will you ever get a clear answer from Fabiola

- *They are comfortable saying no if they are convinced that it is the correct decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Fabiola Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Fabiola Take Some Risk Or Not?

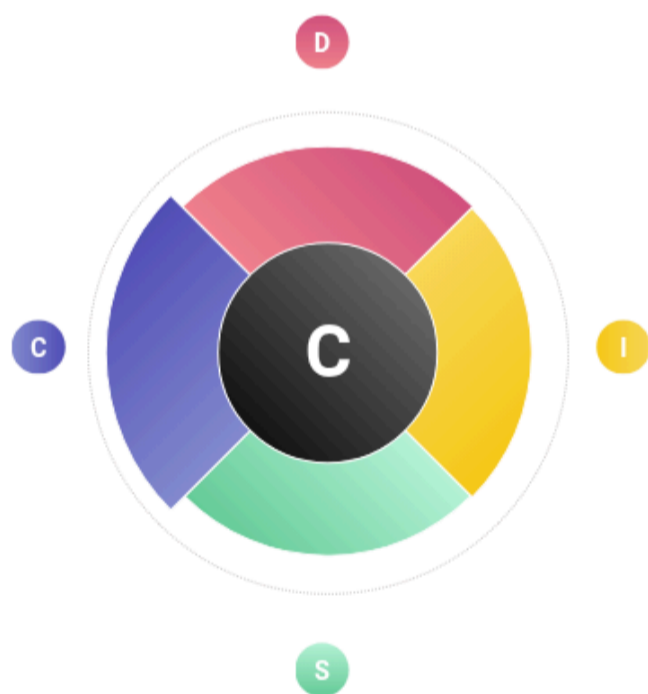
- *They can take risks if their analysis shows that it would be worth it.*

You And Fabiola

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Fabiola's Key Traits



CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.