



FIONA CUBITT

Observer
DISC Type : ci

Director of Research Services at University of Victoria
Victoria, British Columbia, Canada

Overview

Fiona has no verified overview

👉 Personality Overview

Curious Assertive Example Seeker

They often ask many questions and rely heavily on information and documentation. They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They are generally strong communicators and are not easy to convince.

👉 Topics They Care About

Fiona has no verified topics they care about

Media Appearances

Fiona has no verified media appearances

Work History

- 11-2024
Director of Research Services at University of Victoria
- 4-2022 - 11-2024
Executive Director, Indigenous Policy and Engagement at BC Public Service
- 6-2018 - 8-2022
Director, Policy and Planning at BC Public Service
- 8-2013 - 8-2022
Strategic Lead, Aboriginal Post Secondary Education and Training, Ministry of Advanced Education at BC Public Service
- President at West End Community Centre Association

Education

- 1993 - 1997
Bachelor of Science (BSc) from University of Glasgow
- 1998 - 2002
Doctor of Philosophy (Ph.D.) from University of Glasgow

More Information

Social Presence :



Prographics :

Exp : **12** Location : **Victoria, British Columbia, Canada** Job Level : **Mid-senior**

Designation : **Director of Research Services at University of Victoria**

Insights For Selling To Fiona

👉 During A Call Or A Meeting

DO's

- Use phrases like 'clear proof that', 'data shows' etc.
- Ask them questions to understand their needs better while staying affable
- Focus on immediate action-items rather than the larger goals

DONT's

- Don't rely excessively on your relationship with them to win the deal
- Don't be too objective but make sure to pad your storytelling with data points
- Don't brush off any concerns, take all questions seriously

👉 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 Fiona, 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: Exciting but objective

Example: Making it personalized, 'Changing how to sell' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' (along with the first name)

Greeting: No

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

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Logically summarize, keep high energy

Example: Something like 'If these points make it clear, lets wrap this up at 11am?'

Complimentary Close: Unique or standard

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

Tone of Words: Confident, informational

Overall Messaging: Focused on generating excitement while staying objective

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Fiona is

- *Clear proof of product value matters to them, followed by others' testimonials and rapport.*

Will you ever get a clear answer from Fiona

- *They are practical yet friendly, don't expect a clear no very often.*

Insights For Deal Planning

How Fast (Or Slow) Will Fiona Move?

- *They like to analyze well and can take their time to reach any decisions.*

Can Fiona Take Some Risk Or Not?

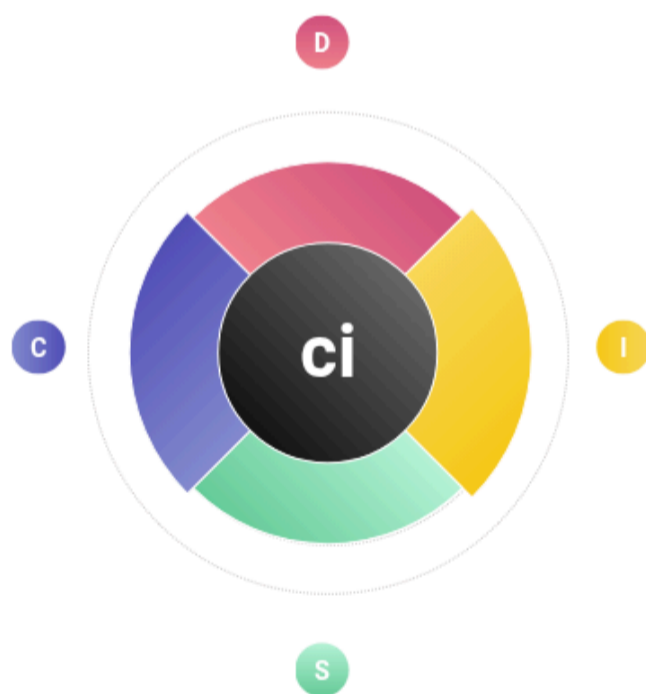
- *They systematically evaluate all decisions and are unlikely to take many risks.*

You And Fiona

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Fiona'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.

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.