



FLAVIO REWA

Examiner
DISC Type : cs

Chief Commercial Officer (CCO) at Pier Seguradora
São Paulo, São Paulo, Brazil

Overview

Flavio Rewa is the Chief Commercial Officer at Pier Seguradora, leveraging over three decades of experience from roles at Allianz Seguros and Itaú Unibanco. He leads the company's commercial expansion and development of distribution channels, focusing on technology-driven growth and strong partnerships. He holds a degree from Universidade Paulista and a post-graduate degree from ESPM.

He appears deeply invested in his team's success, publicly celebrating colleagues' promotions and milestones. His professional interactions emphasize the importance of trust, partnership, and a collaborative leadership style in building strong relationships within the industry.

His core mission is to transform the traditional insurance market by simplifying products and focusing on the experience of both the customer and the broker.

Personality Overview

Tough To Convince **Process Oriented** **Late Adopter**

They tend to be clear about their needs and limitations and are unlikely to promise too much. Being observant comes to them naturally. They do not like taking risks at all and go for proven options in the end.

Topics They Care About

Insurance Distribution
He is responsible for leading the expansion of Pier Seguradora's commercial operations and developing new distribution channels across Brazil.

Supporting Insurance Brokers
He frequently emphasizes his commitment to insurance brokers, viewing them as essential partners for transforming the market and building customer trust.

Insurance Innovation

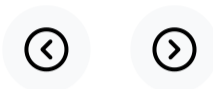
He is passionate about changing the public's relationship with insurance by using technology and simplicity to improve the overall customer experience.

High-Performance Teams

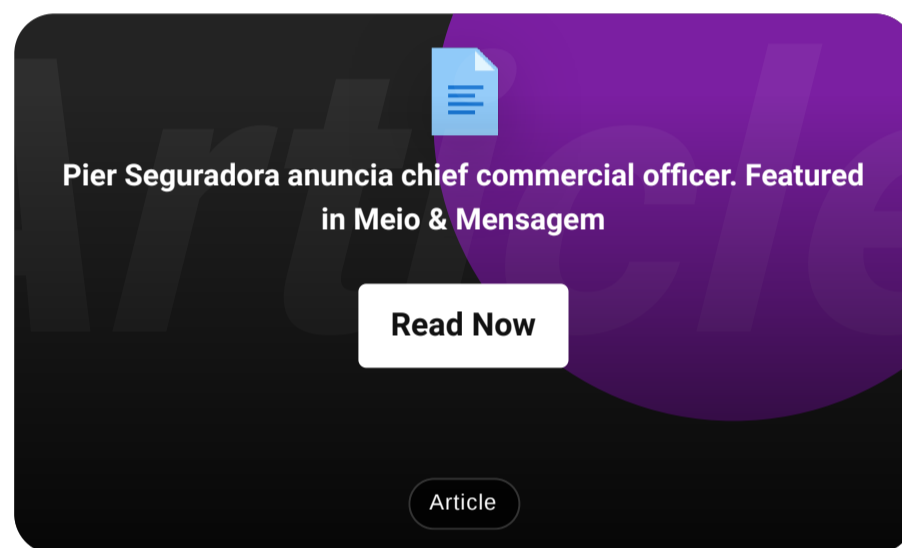
His career is marked by leading high-performance teams, and he publicly celebrates the growth and professional achievements of his colleagues.

Strategic Partnerships

Building solid, long-term partnerships with distributors and brokers is central to his strategy for driving sustainable growth and expanding market presence.



Media Appearances



Work History

- 7-2025
Chief Commercial Officer (CCO) at Pier Seguradora
- 6-2010 - 7-2025
Diretor Comercial at Allianz Seguros
- 6-2001 - 5-2010
Superintendente Comercial at Itau Unibanco Seguros

Education

- 2003 - 2005
Pos from ESPM
- 1996 - 1999
Bacharelado em Administração from Universidade Paulista

More Information

Social Presence :



Prographics :

Exp : **24** Location : **São Paulo, São Paulo, Brazil** Job Level : **Leadership**

Designation : **Chief Commercial Officer (CCO) at Pier Seguradora**

Insights For Selling To Flavio

👉 During A Call Or A Meeting

DO's

- First of all, focus on building their confidence by sharing examples, case studies etc.
- Spend time addressing concerns around risk and change, they will have them even if they don't express them
- Be firm in your communication and stay in control

DONT's

- Avoid getting into storytelling mode, especially when they ask specific questions
- Don't use phrases like 'do not worry', 'i promise' etc.
- Don't be very accepting if that is your natural style, stay firm

👉 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 Flavio, 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: Precise

Example: Measurable results', '6.2% more sales' etc.

Salutation: Yes (Something formal)

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

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'I hope that you are doing well' etc.

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'

Complimentary Close: Formal

Example: Something simple like 'Thanks', 'Regards' etc.

Tone of Words: Objective, informational

Overall Messaging: Focused on removing doubts

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Flavio is

- For them, low risk and acceptance by others are very important, followed by proof of ROI.

Will you ever get a clear answer from Flavio

- Often, they don't say no, or keep going about it in circles.

Insights For Deal Planning

How Fast (Or Slow) Will Flavio Move?

- They do not like to take decisions in a hurry, so they could be slow in making their mind up.

Can Flavio Take Some Risk Or Not?

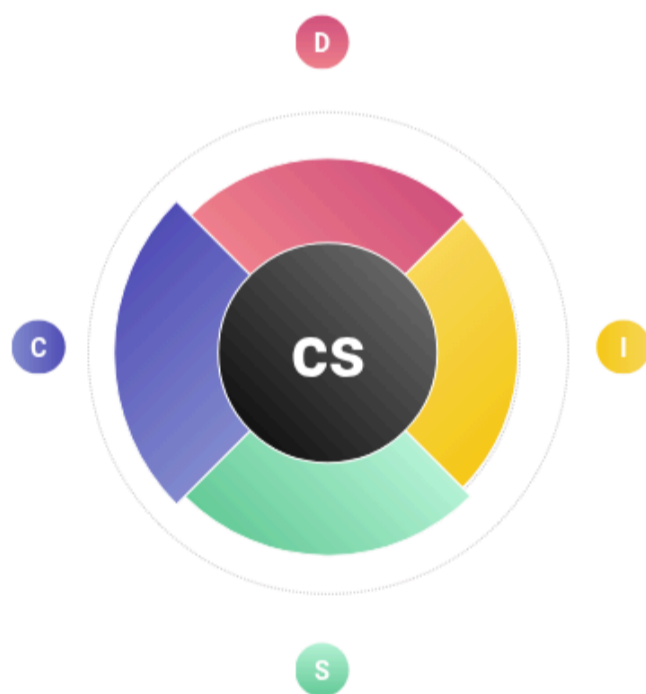
- They are low on risk-appetite and prefer to make informed decisions.

You And Flavio

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Flavio'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.

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.