



FLORA CARMICHAEL

Researcher
DISC Type : Cs

News Editor at BBC News
London Area, United Kingdom

Overview

Flora has no verified overview

👉 Personality Overview

Cost Conscious

Self-Disciplined

ROI Seeker

The only way to convince them is by showing them examples and ample proof. Being observant comes to them naturally. They are heavily focused on quality and prefer doing things the right way, even if it takes time.

👉 Topics They Care About

Flora has no verified topics they care about

Media Appearances

Flora has no verified media appearances

Work History

- 3-2026
News Editor at BBC News
- 9-2022 - 2-2026
Editor - BBC Trending at BBC News
- 8-2021 - 9-2022
Assistant Editor - BBC Monitoring & Trusted News Initiative at BBC News
- 2-2016 - 5-2022
Producer at BBC World Service
- 10-2011 - 4-2013
Manager at Frontline Club Charitable Trust

Education

- 2005 - 2008
BA from University of Oxford
- 2003 - 2005
Education details unavailable from British School in the Netherlands

More Information

Social Presence :



Prographics :

Exp : 13 Location : London Area, United Kingdom Job Level : N/A Designation : News Editor at BBC News

Insights For Selling To Flora

👉 During A Call Or A Meeting

DO's

- Use phrases like 'results based on data', 'measurable proof', 'X% growth' etc.
- Use a presentation with information before getting into a live product walkthrough
- If they are not asking many questions, nudge them to ask questions rather than just starting to talk yourself

DONT's

- Avoid winging it with them particularly, answer a question only if you know the answer well
- Don't ask them to move fast, let them take their time and digest all the information
- Give it some time before you try to build rapport and a relationship, it doesn't come to them naturally

👉 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 Flora, this is [user_fname] at [user_companynamefirsttwowords].

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 Flora is

- *Adoption by others is very important to them, followed by confidence in ROI.*

Will you ever get a clear answer from Flora

- *They are unlikely to say no, it's better to stop yourself once you have exhausted all the options.*

Insights For Deal Planning

How Fast (Or Slow) Will Flora Move?

- *They don't like to hasten, so their speed of decision-making may be slow.*

Can Flora Take Some Risk Or Not?

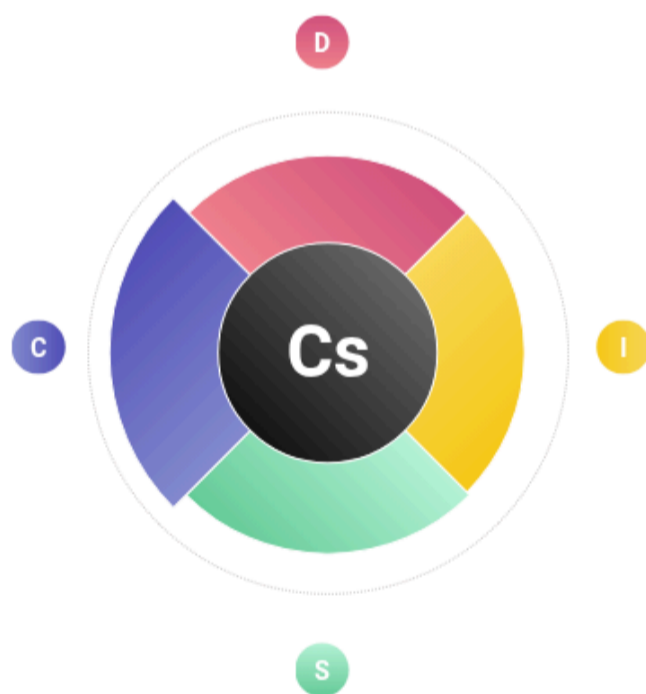
- *They have little willingness to take risks, and prefer making calculated decisions.*

You And Flora

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Flora'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.