



GAVIN QUINLAN

Questioner
DISC Type : c

Cyber Security Manager for Supplier Assurance at Iceland Foods
Mynydd Isa, Wales, United Kingdom

Overview

Gavin is a skilled cyber security professional, currently serving as the Cyber Security Manager for Supplier Assurance at Iceland Foods. He has an extensive background in telecommunications from his time at BT, specializing in the design and implementation of compliance frameworks, risk mitigation, and security assurance programs.

During his tenure at BT, he successfully increased the scope of assurance for the companys critical networks by 69%.

👉 Personality Overview

Price-Sensitive

Systematic

Value Seeker

It is quite likely of them to ask for pricing or other concessions. They prefer to analyze every situation thoroughly. They generally do not appreciate an overfriendly approach and prefer to stay to-the-point.

👉 Topics They Care About

Supplier Assurance

His current role as Cyber Security Manager for Supplier Assurance at Iceland Foods is centered around this key area of security.

Security Frameworks

He has specialized in designing, developing, and implementing compliance frameworks aligned with CIS critical security controls and three lines of defense methodologies.

Risk Mitigation

His professional introduction highlights his focus on using compliance frameworks to support and implement risk mitigation strategies.

Data-Driven Compliance

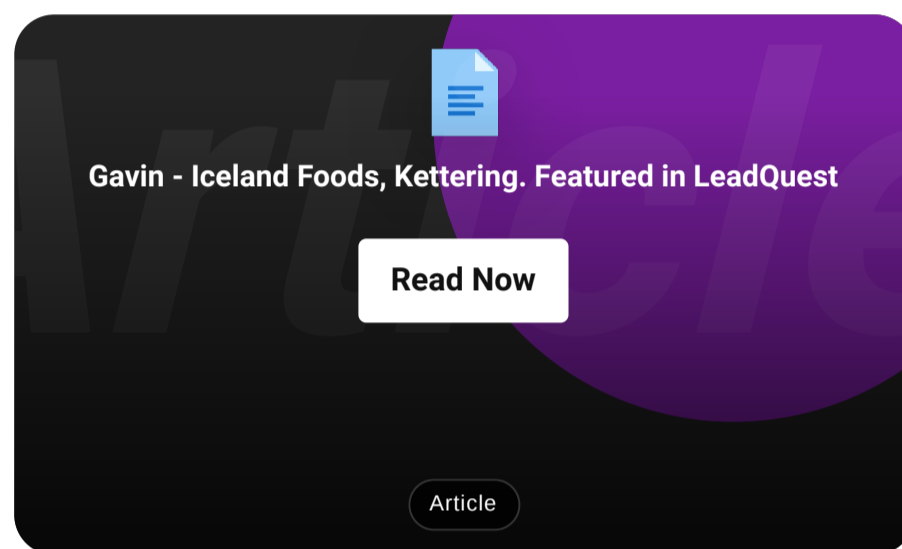
At BT, he defined a new metrics-based compliance approach for numerous standards, indicating an interest in measurable security outcomes.

Career Advancement

[Predicted] His career shows a clear progression from technical engineer and analyst roles to strategic positions in security and management.



Media Appearances



Work History

- 10-2023
Cyber Security Manager for Supplier Assurance at Iceland Foods
- 2020
Cyber Security Professional at BT Group
- 2018 - 2020
Security Assurance Professional at BT Group
- 2013 - 2018
Global Managed Voice Analyst at BT Group
- 2011 - 2013
2nd Line Unified Communications Engineer at BT Group

Education

Gavin has no verified education history

More Information

Social Presence :



Prographics :

Exp : **24** Location : **Mynydd Isa, Wales, United Kingdom** Job Level : **Middle**

Designation : **Cyber Security Manager for Supplier Assurance at Iceland Foods**

Insights For Selling To Gavin

👉 During A Call Or A Meeting

DO's

- Share as much information as possible regarding your product
- Emphasize on objective proof of ROI, help them do a thorough evaluation
- Emphasise more on facts and measurable benefits

DONT's

- Don't try to be too friendly or informal with them
- Avoid rushing them, be polite and patient
- Don't depend too much on anecdotal evidence, it reduces their confidence

👉 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 Gavin, 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 Gavin is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Gavin

- *It doesn't come naturally to them but they can say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Gavin Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Gavin Take Some Risk Or Not?

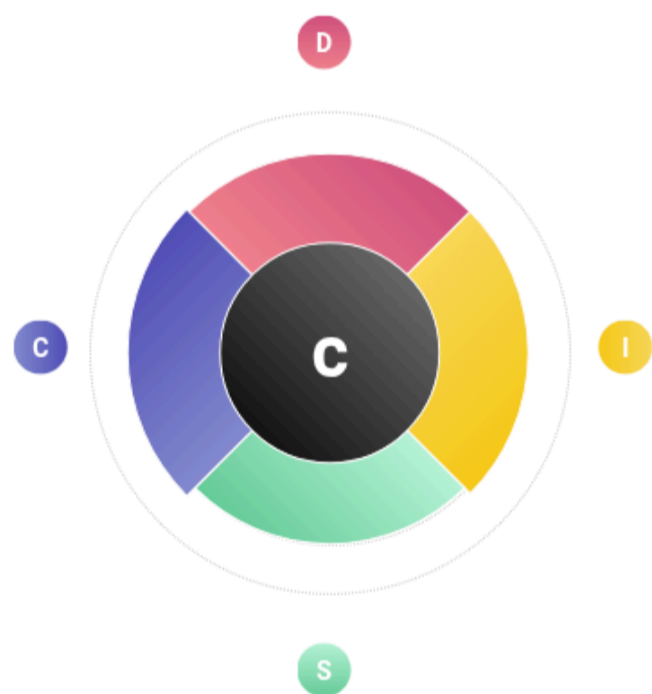
- *They can take risk if they are convinced that they have analyzed the circumstances well.*

You And Gavin

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Gavin'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.