



GEMMA ROWLAN

Balancer
DISC Type : S

Deputy Head, Reputation & Communications at Hotwire
London, England, United Kingdom

Overview

Gemma has no verified overview

👤 Personality Overview

Process-Oriented Empathetic Formal Mannered

They are comfortable taking long term decisions. They like following the process even if it takes time to reach any conclusion. They are courteous and respectful but practical.

👤 Topics They Care About

Gemma has no verified topics they care about

Media Appearances

Gemma has no verified media appearances

Work History

- 7-2023
Deputy Head, Reputation & Communications at Hotwire
- 4-2022 - 9-2023
Senior Director, Head of B2B at Hotwire
- 4-2019 - 4-2022
Director, Head of B2B at Hotwire
- 10-2017 - 4-2019
Director at Hotwire
- 10-2014 - 10-2017
Associate Director at Hotwire

Education

- 2000 - 2003
Geography from University of Leicester

More Information

Social Presence :



Prographics :

Exp : **21** Location : **London, England, United Kingdom** Job Level : **N/A**

Designation : **Deputy Head, Reputation & Communications at Hotwire**

Insights For Selling To Gemma

👉 During A Call Or A Meeting

DO's

- Share information about the process and how it would address all concerns
- Be very observant about how they perceive the risk in the decision
- Focus on making them comfortable before really commencing the sales motion

DONT's

- Do not sound very transactional, make extra effort to be genuinely interested
- Skip mentioning details that are confusing
- Don't push them for a no, take the lack of yes as a no after a certain point

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Gemma, how are you? This is [user_fname] at [user_companynamewithfirsttwowords].

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

Ask: Gemma, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 When Writing An Email

Subject: Formal

Example: Discussion regarding next steps', 'Humantic AI and sales conversion' etc.

Salutation: Yes (Something formal)

Example: Use 'Hello', 'Dear' etc. (along with the first name)

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'Thanks for taking the time' etc.

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Simply lay out the next steps

Example: Something like 'Would you be available to speak tomorrow?'

Complimentary Close: Formal

Example: Something standard like 'Warm regards', 'Best wishes' etc.

Tone of Words: Friendly, second-person

Overall Messaging: Focused on social proof and process

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Gemma is

- *Low-risk, adoption by others and strong collaterals matter the most to them.*

Will you ever get a clear answer from Gemma

- *They never refuse directly, they push out the decisions or just go quiet.*

Insights For Deal Planning

How Fast (Or Slow) Will Gemma Move?

- *They can be some of the slowest decision makers.*

Can Gemma Take Some Risk Or Not?

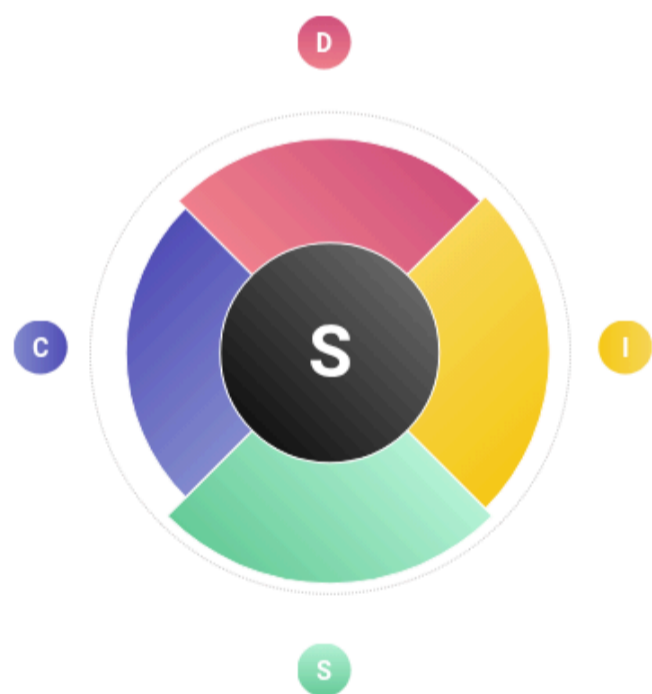
- *They have no risk-appetite and prefer to take safe decisions.*

You And Gemma

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Gemma's Key Traits



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.