



# GEORGE UTLEY

**Examiner**  
DISC Type : sc

**Senior Reporter at With Intelligence**  
London, England, United Kingdom

## Overview

George has no verified overview

### 👉 Personality Overview

Three light blue rounded rectangular buttons with black text:

- Status Quo Seeker
- Late Adopter
- Process Oriented

They are always well-planned and adopt a systematic approach. They do not like taking risks at all and go for proven options in the end. Being observant comes to them naturally.

### 👉 Topics They Care About

George has no verified topics they care about

## Media Appearances

George has no verified media appearances

## Work History

- 9-2024  
Senior Reporter at With Intelligence
- 10-2021 - 11-2024  
Reporter at With Intelligence
- 8-2020 - 9-2020  
Marketing And Public Relations Specialist at Covid Testing Network
- 4-2020 - 8-2020  
Volunteer at COVID Testing Network at Covid Testing Network
- 1-2019 - 10-2021  
Researcher at Strategy&

## Education

- 2017 - 2019  
Education details unavailable from London School of Journalism
- 2004 - 2008  
Spanish from The University of Edinburgh

## More Information

Social Presence :



Prographics :

Exp : 6 Location : **London, England, United Kingdom** Job Level : **N/A** Designation : **Senior Reporter at With Intelligence**

## Insights For Selling To George

### 👉 During A Call Or A Meeting

#### DO's

- Expect them to be slow and cautious, encourage them to ask more questions
- Be firm in your communication and stay in control
- Spend time addressing concerns around risk and change, they will have them even if they don't express them

#### DONT's

- Don't push them too hard to make fast decisions, give them time
- Avoid getting into storytelling mode, especially when they ask specific questions
- Don't be very accepting if that is your natural style, stay firm

## 👉 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 George, how are you? This is [user\_fname] at [user\_companynamewordstwowords].

**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:** George, 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:** 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 George 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 George

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

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## Insights For Deal Planning

How Fast (Or Slow) Will George Move?

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

Can George Take Some Risk Or Not?

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

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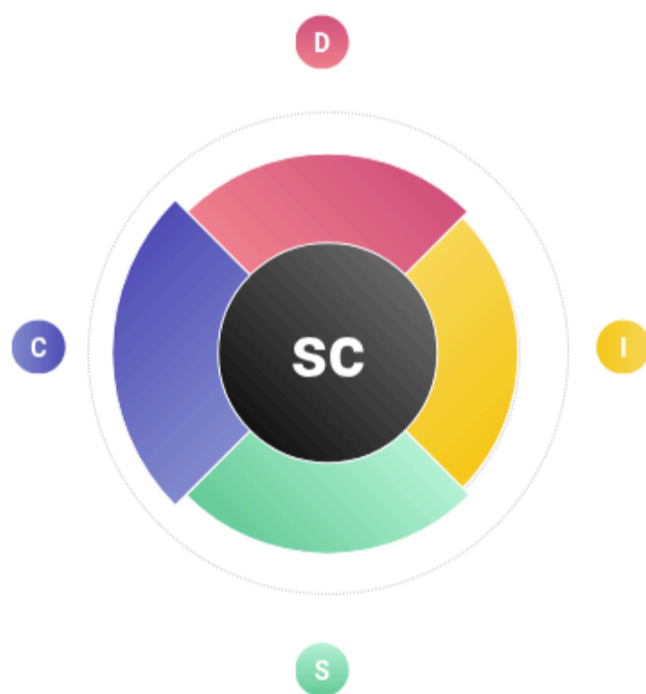
## You And George

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : George'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.

### 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.