



GEORGIA MANDLEY

Observer

DISC Type : ic

eCommerce Trading Manager - Dropship at Boots UK

Greater Nottingham, United Kingdom

Overview

Georgia Mandley is an eCommerce Trading Manager at Boots UK, specializing in the dropship business model. A graduate of Nottingham Trent University, she has progressed through several commercial roles within Boots, consistently seeking new product opportunities and driving growth on Boots. com.

Outside of her professional role, Georgia is supportive of charitable causes, using her network to encourage donations for fundraising events. Her interests also include major entertainment brands, specifically The Walt Disney Company and its various media arms.

Georgia has built her entire post-graduate career at Boots UK, demonstrating significant growth and loyalty to the company.

👉 Personality Overview

Value Driven

Assertive

Curious

They are generally good communicators and can be hard to convince. They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They ask a lot of questions and rely heavily on information and collaterals.

👉 Topics They Care About

Dropship Business

Her current role focuses on managing and growing the dropship business for Boots. com, including the end-to-end healthcare category.

eCommerce Growth

Her career progression and posts highlight a focus on expanding online retail opportunities and growing her team within Boots. com.

New Product Opportunities

A key responsibility in her previous role was seeking new product development (NPD) opportunities for categories like Baby, Seasonal, and Electricals.

Supporting Causes

She actively uses her social platform to support personal fundraising efforts, demonstrating a passion for helping others achieve their goals.

Career Development

[Predicted] Having grown from an assistant to a lead within one company, she likely values mentorship and internal career progression.



Media Appearances

Georgia has no verified media appearances

Work History

- 1-2024
eCommerce Trading Manager - Dropship at Boots UK
- 8-2022 - 1-2024
Assistant eCommerce Trading Manager - Dropship at Boots UK
- 6-2021 - 8-2022
Assistant Category Manager at Boots UK
- 9-2019 - 6-2021
Category Assistant at Boots UK
- 7-2017 - 7-2018
Placement Year: Buying Assistant at Dunelm

Education

- 2015 - 6-2019
Bachelor's Degree from Nottingham Trent University
- 2013 - 2015
High School from Neale Wade Academy

More Information

Social Presence :



Prographics :

Exp : **9** Location : **Greater Nottingham, United Kingdom** Job Level : **Middle**

Designation : **eCommerce Trading Manager - Dropship at Boots UK**

Insights For Selling To Georgia

👉 During A Call Or A Meeting

DO's

- Be prepared for a lot of questions, answer them objectively
- Help them realize that there is no personal risk in making this decision
- Ask them questions to understand their needs better while staying affable

DONT's

- Avoid making offhand commitments
- Don't try to rush them into a decision, provide all necessary information first
- Don't rely excessively on your relationship with them to win the deal

👉 When Cold Calling

Insights

Pattern Interrupt: Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

Pace: Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

Tone: Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

Tactics To Win: Giving social proof, personal rapport, usage of superlatives, repeating their name.

Mistakes To Avoid: Information overload, use of negations

Making The Ask: Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

Subconscious Driver: They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

Script

Greeting: Hey Georgia, [user_fname] here at [user_companynamewithfirsttwowords] calling you this morning/evening!

Opener: Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

Introduction: We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

Ask: Georgia, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

Close: So morning at around [time] next [tuesday], shall we say? And is it [prospect_email]? Don't want to get that wrong you know!

👉 When Writing An Email

Subject: Exciting but objective

Example: Making it personalized', 'Changing how to sell' etc.

Salutation: Yes (Something usual)

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

Greeting: No

Example: Skip usual lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Logically summarize, keep high energy

Example: Something like 'If these points make it clear, lets wrap this up at 11am?'

Complimentary Close: Unique or standard

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Confident, informational

Overall Messaging: Focused on generating excitement while staying objective

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Georgia is

- *Proven value, strong testimonials are important for them, rapport can impact decisions a little.*

Will you ever get a clear answer from Georgia

- *They are practical and friendly, don't expect a clear-cut response often.*

Insights For Deal Planning

How Fast (Or Slow) Will Georgia Move?

- *They like to be detailed and take their time to arrive at decisions.*

Can Georgia Take Some Risk Or Not?

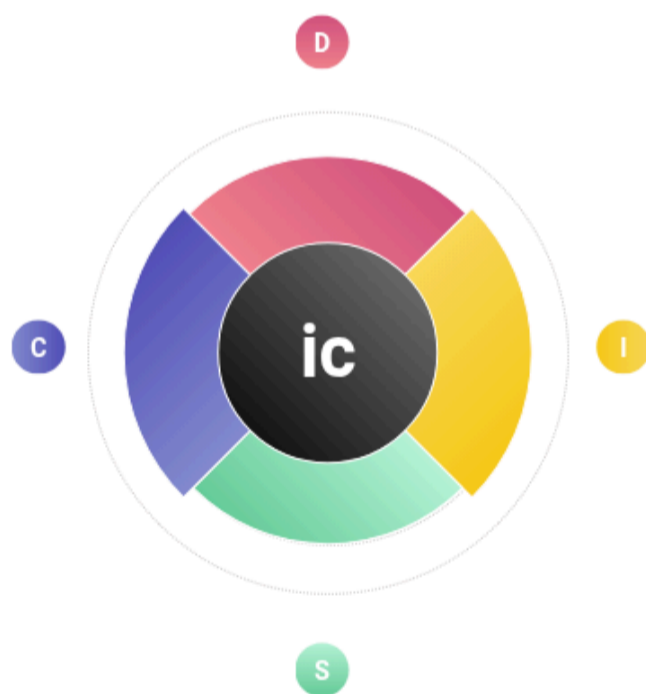
- *They weigh all decisions systematically and are unlikely to take many risks.*

You And Georgia

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Georgia's Key Traits



INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.

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.