



GEORGIO S.

Examiner
DISC Type : cs

Digital Senior Manager at Southern Water
London, England, United Kingdom

Overview

Georgio is a Digital Senior Manager at Southern Water, leading digital transformation with a focus on web content and SEO. With experience across the railway and banking sectors, he excels at aligning digital initiatives with business objectives. Colleagues describe him as knowledgeable, dedicated, and tenacious. He is also a Certified Scrum Master and a Private Pilot.

Outside of his digital management career, Georgio has a strong passion for aviation, reflected in his Private Pilot certification and interest in companies like Boeing. He also follows developments in open-source enterprise software, showing an interest in companies such as SUSE.

He is a Certified Scrum Master and also holds a Private Pilot license.

Personality Overview

Status Quo Seeker

Overcautious

Process Oriented

They are always well-planned and adopt a systematic approach. The only way to convince them is by showing them examples and ample proof. Being observant comes to them naturally.

Topics They Care About

Digital Transformation

His professional headline states he is "Leading Digital Transformation in the Water Industry" and his work focuses on transformative digital strategies at Southern Water.

Web & SEO Strategy

His introduction highlights his team's focus on propelling new heights in web content and SEO to improve user engagement.

User-Centered Design

A recommendation praises his "natural gift for blending business needs with user centred design," a key focus in his previous e-commerce development.

Aviation

He holds a certification as a Private Pilot and has a stated interest in Boeing, indicating a strong personal passion for aviation.

Agile Methodologies

[Predicted] As a Certified Scrum Master, he likely values and applies agile principles to manage multi-disciplinary digital teams and projects effectively.

Open-Source Tech

[Predicted] His interest in SUSE, a major enterprise open-source software company, suggests he cares about developments in this area of technology.



Media Appearances

Georgio has no verified media appearances

Work History

- 11-2022
Digital Senior Manager at Southern Water
- 12-2019 - 11-2022
Senior Digital Manager at GTR (Govia Thameslink Railway)
- 6-2016 - 12-2019
Digital Manager at Caravan and Motorhome Club
- 7-2012 - 6-2016
Digital Marketing & Website Manager at Misys Banking
- 7-2008 - 7-2012
Website & Intranet Manager at FTI Consulting (formerly Financial Dynamics)

Education

Georgio has no verified education history

More Information

Social Presence :



Prographics :

Exp : **26** Location : **London, England, United Kingdom** Job Level : **Middle**

Designation : **Digital Senior Manager at Southern Water**

Insights For Selling To Georgio

👉 During A Call Or A Meeting

DO's

- Expect them to be slow and cautious, encourage them to ask more questions
- Expect them to be vague in response to your questions, ask firmly and pointedly
- 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
- Don't use phrases like 'do not worry', 'i promise' etc.
- Avoid getting into storytelling mode, especially when they ask specific questions

👉 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 Georgio, 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: 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 Georgio is

- *Proof of usage by others in the industry, case studies showing ROI are likely to work the best with them.*

Will you ever get a clear answer from Georgio

- *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 Georgio Move?

- *They are some of the slowest movers and take their time reaching decisions.*

Can Georgio Take Some Risk Or Not?

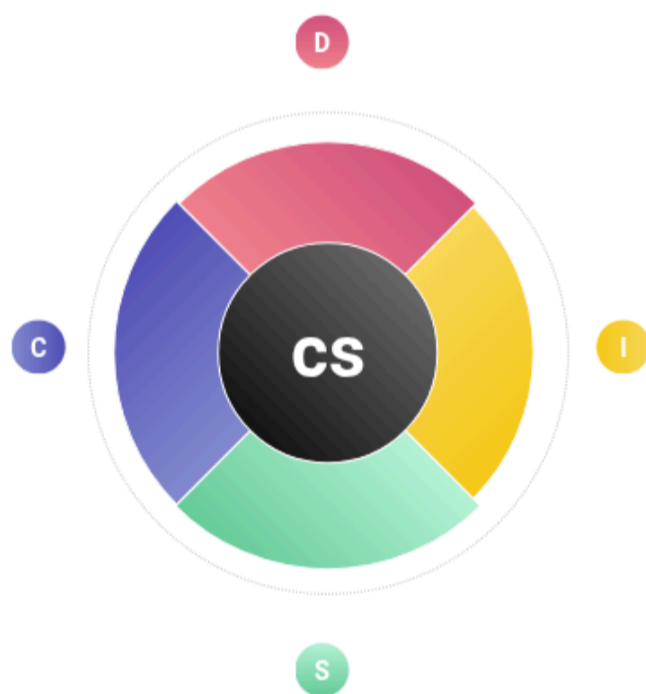
- *They have very low acceptance of risk even if they do not say it directly.*

You And Georgio

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Georgio'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.