



## GILLIAN RHYS

**Wildcard**  
DISC Type : sic

**Freelance Writer and Editor at Self employed**  
Greater London, England, United Kingdom

### Overview

Gillian has no verified overview

#### 👉 Personality Overview

**Requires Proof**      **Curious But Skeptical**      **Friendly But Slow**

They typically tend to be late adopters even when they seem friendly and excited about what you have to sell. They are unlikely to ever become strong champions even when the conversations are going well; you should focus on cultivating other champions. They are often friendly and nice, but can sometimes surprise you with their piercing questions.

#### 👉 Topics They Care About

Gillian has no verified topics they care about

### Media Appearances

Gillian has no verified media appearances

### Work History

- 10-2017  
Freelance Writer and Editor at Self employed
- 4-2011 - 9-2017  
Freelance writer and editor at independent media professional
- 3-2010 - 4-2011  
Deputy Editor, Waitrose Kitchen at John Brown Media Group
- 7-2006 - 3-2010  
Deputy Editor at Sainsbury's Magazine
- 8-2003 - 7-2006  
Features Editor at delicious magazine

### Education

- Post graduate diploma from Cardiff University / Prifysgol Caerdydd
- BA (Hons) from Goldsmiths, University of London

## More Information

Social Presence :



Prographics :

Exp : 22 Location : **Greater London, England, United Kingdom** Job Level : **N/A**

Designation : **Freelance Writer and Editor at Self employed**

## Insights For Selling To Gillian

### 👉 During A Call Or A Meeting

#### DO's

- Build rapport, it will come handy to handle hard questions later
- Help them realize that there is no personal risk in making this decision
- Invite them for a social do but don't rely solely on the relationship

#### DONT's

- Don't ask them to move fast, let them take their time and digest all the information
- Avoid phrases like 'trust me', 'you will just love it' etc.
- Do not sound overly eager, modulate your energy levels especially if you are generally enthusiastic

## 👉 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 Gillian, [user\_fname] here at [user\_companynamewordstwowords] 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:** Gillian, 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:** Personalized, clear

*Example: John, let's close this tomorrow?', 'You will get this!' etc.*

**Salutation:** Yes (Something formal)

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

**Greeting:** Yes (Say something usual)

*Example: Say something usual and friendly, like 'It's a real pleasure'*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Close on a positive note

*Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'*

**Complimentary Close:** Unique, pleasant

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

**Tone of Words:** Friendly, exciting

**Overall Messaging:** Focused on social proof

**Length of Mail:** Medium

*Example: Ideally upto 130-150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Gillian is

- *Clear proof of product value matters to them, followed by others' testimonials and rapport.*

Will you ever get a clear answer from Gillian

- *They are likely to give you a clear answer without taking you around in circles. However, if you share a good relationship, they might not be so forthcoming.*

## Insights For Deal Planning

How Fast (Or Slow) Will Gillian Move?

- *They like to perform full analysis and can take time to make any decision.*

Can Gillian Take Some Risk Or Not?

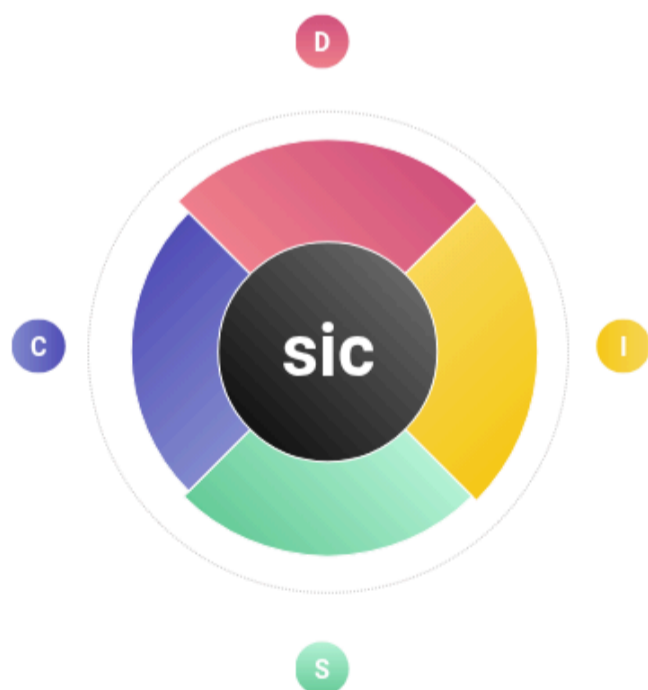
- *They weigh all decisions systematically and are unlikely to take many risks.*

## You And Gillian

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Gillian'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.

### 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.