



HELEN W.

Energizer
DISC Type : I

Council Deputy Leader, Cabinet Member for Housing and Planning at Thanet District Council
Margate, England, United Kingdom

Overview

Helen has no verified overview

Personality Overview

Big Picture Person

Full Of Energy

Informal

They are always positive and upbeat, so take their promises with a pinch of salt. Unlike C or D types, they are vocal with their opinions but not so much with their questions. They are not always early adopters but can be persuaded by leveraging strong relationships.

Topics They Care About

Helen has no verified topics they care about

Media Appearances

Helen has no verified media appearances

Work History

- Council Deputy Leader, Cabinet Member for Housing and Planning at Thanet District Council
- Deputy Leader and Cabinet Member for Housing and Planning at Thanet District Council
- Strategic Housing and Accommodation Project Lead at NHS/Kent County Council
- Shadow Deputy Leader, Shadow Cabinet Member for Housing at Thanet District Council
- Deputy Leader, Cabinet Member for Housing and Communities at Thanet District Council

Education

- Postgraduate Certificate in Education from Canterbury Christ Church University
- Education details unavailable from Clarendon House

More Information

Social Presence :





Prographics :

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

Designation : **Council Deputy Leader, Cabinet Member for Housing and Planning at Thanet District Council**

Insights For Selling To Helen

👉 During A Call Or A Meeting

DO's

- Talk anecdotally about the customer experience that your product offers
- Be friendly and entertaining in your conversation
- Speak enthusiastically with energy, maintain a clear and confident tone

DONT's

- Avoid overloading them with too much detail
- Don't be too formal, focus on building comfort and trust
- Avoid ifs and buts, don't talk too much about the risks etc.

👉 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 Helen, [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: Helen, 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, catchy

Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.

Salutation: Yes (Something casual)

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

Greeting: Yes (Say something interesting/unusual)

Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Build excitement

Example: Something like 'So John, lets get the ball rolling?'

Complimentary Close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words: Friendly, first-person

Overall Messaging: Focused on the person and relationship

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Helen is

- *Relationship and rapport can play an important role, sometimes more than the other factors.*

Will you ever get a clear answer from Helen

- *They will probably never say no directly, you have to make that decision yourself.*

Insights For Deal Planning

How Fast (Or Slow) Will Helen Move?

- *They are not the quickest decision makers, their friendly attitude could be misleading.*

Can Helen Take Some Risk Or Not?

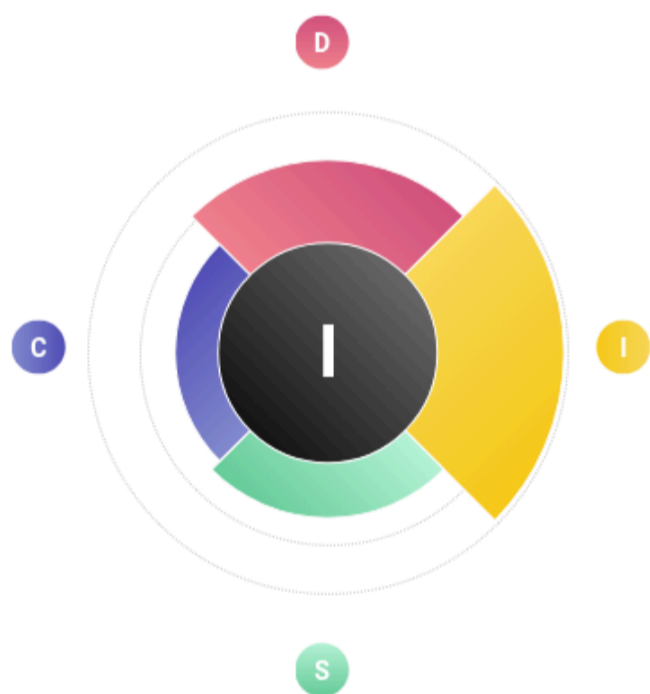
- *They can take certain risks that are unlikely to have personal consequences.*

You And Helen

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Helen'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.