



HELEN WEST

Pioneer
DISC Type : isd

Head of Strategy and Strategic Planning at John Lewis Partnership
London, England, United Kingdom

Overview

Helen has no verified overview

👉 Personality Overview

Dynamic But Sincere **Decisive But Friendly** **Friendly But Fast**

They combine a unique set of diverse traits where they are fast and friendly but can slow down to be thorough when needed. If they are convinced, they can become very strong champions for your product. They have the unique ability to win both love and respect from their team (or outsiders).

👉 Topics They Care About

Helen has no verified topics they care about

Media Appearances

Helen has no verified media appearances

Work History

- 11-2024
Head of Strategy and Strategic Planning at John Lewis Partnership
- 7-2024 - 8-2025
Strategy Director, Waitrose (Interim) at John Lewis Partnership
- 4-2023 - 10-2024
Head of Strategy at John Lewis Partnership
- 1-2019 - 6-2019
Consultant at Boston Consulting Group (BCG)
- 4-2018 - 1-2019
Commercial Lead, JLP Ventures (on secondment from Boston Consulting Group) at John Lewis Partnership

Education

- 2011 - 2015
Bachelor's degree from University of Cambridge
- 2008 - 2011
A Levels: Maths from Canford School

More Information

Social Presence :



Prographics :

Exp : **6** Location : **London, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Head of Strategy and Strategic Planning at John Lewis Partnership**

Insights For Selling To Helen

👉 During A Call Or A Meeting

DO's

- Use phrases like 'your decision will', 'you will impact' etc.
- Showcase existing customers and use case-studies to grab their attention
- Keep your pitch focused on the impact but nurture the relationship too

DONT's

- Don't be very informal during the early interactions even if they are being so themselves
- Don't lean very heavily into providing too much information, sharing whitepapers etc.
- Don't be too verbose or overly friendly; a little bit, however, is fine

👉 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_companynameword1][user_companynameword2] 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, 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 Helen is

- *Nothing less than a strong combination of proof of results, relationship and high levels of professionalism is effective with them.*

Will you ever get a clear answer from Helen

- *They can say no while staying friendly, but can also be persuaded to reconsider*

Insights For Deal Planning

How Fast (Or Slow) Will Helen Move?

- *They are generally fast movers and can take quick decisions*

Can Helen Take Some Risk Or Not?

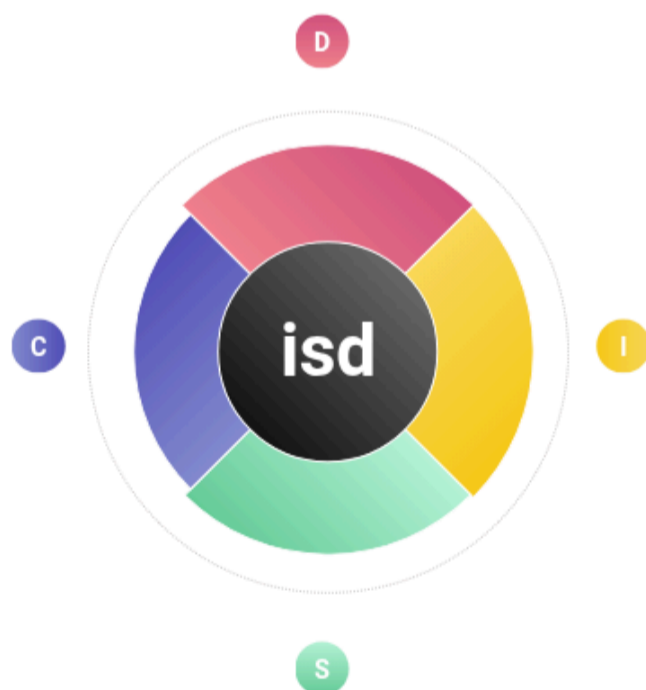
- *They have high risk-appetite but can get ahead of themselves once in a while. Observe carefully*

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.

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.

DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.