



## IAN SMITH

**Commander**  
DISC Type : D

**Head of Customer Analysis at Specsavers**  
Hassocks, England, United Kingdom

### Overview

Ian is an award-winning customer analytics leader with over 20 years of experience helping global brands unlock commercial value from data. He specializes in building lifetime value frameworks and personalized recommendation engines. Colleagues describe him as driven, detail-oriented, and resilient. He holds a BSc from the University of Brighton.

He was the winner of the 2017 DataIQ Data Science/Big Data Leader award for his work building a successful recommendation system.

### Personality Overview

**Risk-Taker**

**Decisive**

**Very Quick**

They put a lot of effort into ensuring personal success. They prefer to move quickly, and expect the same from others. They do not care very much about building rapport or relationships.

### Topics They Care About

#### **Data Storytelling**

His current role involves enhancing his team's data storytelling capabilities to ensure insights translate into measurable marketing impact.

#### **Personalized Marketing**

He has extensive experience developing personalized recommendation engines that have driven measurable revenue growth for global brands.

#### **Analytics Leadership**

He leads a global Customer and Location Analytics team, focusing on building consistent methodologies and acting as a strategic advisor.

#### **Talent Acquisition**

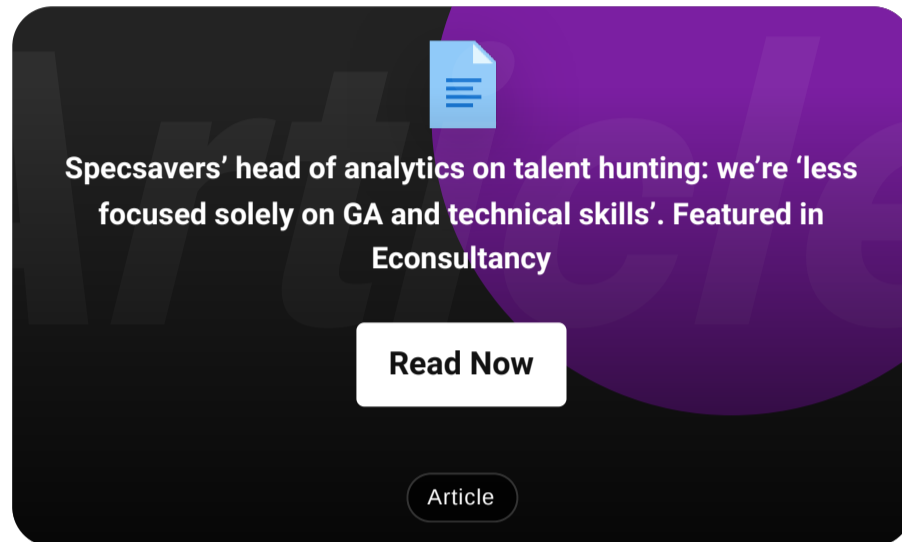
He is actively and frequently hiring for roles within his analytics team, indicating a strong focus on building and nurturing talent.

### Customer Lifetime Value

A core part of his expertise is building customer lifetime value frameworks to help brands unlock commercial value from their data.



## Media Appearances



## Work History

- 3-2023  
Head of Customer Analysis at Specsavers
- 11-2021 - 2-2023  
Customer Analytics Lead at Specsavers
- 8-2019 - 11-2021  
Decision Science Director at Code Worldwide
- 4-2018 - 8-2019  
Head of Data Sciences at Code Worldwide
- 11-2011 - 4-2018  
Principal Analyst at RAPP

## Education

- 1999 - 2003  
BSc. from University of Brighton

## More Information

### Social Presence :



### Prographics :

Exp : **25** Location : **Hassocks, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Head of Customer Analysis at Specsavers**

# Insights For Selling To Ian

## 👉 During A Call Or A Meeting

### DO's

- Get to the point quickly instead of spending time doing small talk
- Make sure that you circle back fast on any action items, it wins their trust
- Be respectful but crisp

### DONT's

- Do not back off when challenged, respond with a confident, objective answer instead
- Don't be in a rush to invite them for a social meet and greet
- Avoid being too verbose

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Confident style, with a mix of informality and formality gets their attention.

**Pace:** Speak slightly fast. Sound like a 'gets shit done' person.

**Tone:** Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

**Tactics To Win:** Strong words, focus on results, respectful confidence

**Mistakes To Avoid:** Apologizing, nervousness, information overload, social proof

**Making The Ask:** Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

**Subconscious Driver:** Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

### Script

**Greeting:** Ian, this is [user\_fname] at [user\_companynamewithfirsttwowords].

**Opener:** In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

**Introduction:** We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

**Ask:** Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

**Close:** [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect\_email] works well?

## 👉 When Writing An Email

**Subject:** To the point

*Example: 'Personalization', 'Sales conversion' etc.*

**Salutation:** No

*Example: Skip 'Hi', 'Hey' etc., use only the first name*

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Clearly state your ask

*Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'*

**Complimentary Close:** None or standard

*Example: Skip 'Warm regards', 'Best wishes' etc., just write your name*

**Tone of Words:** Confident, challenging

**Overall Messaging:** Focused on results

**Length of Mail:** Very Short

*Example: Less than 75 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Ian is

- *Confidence in impact is paramount to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Ian

- *If they decide not to go ahead, they will say no without hesitation.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Ian Move?

- *If convinced, they can reach decisions quite fast.*

Can Ian Take Some Risk Or Not?

- *They do not shy away from taking risks, but can be quite binary about them.*

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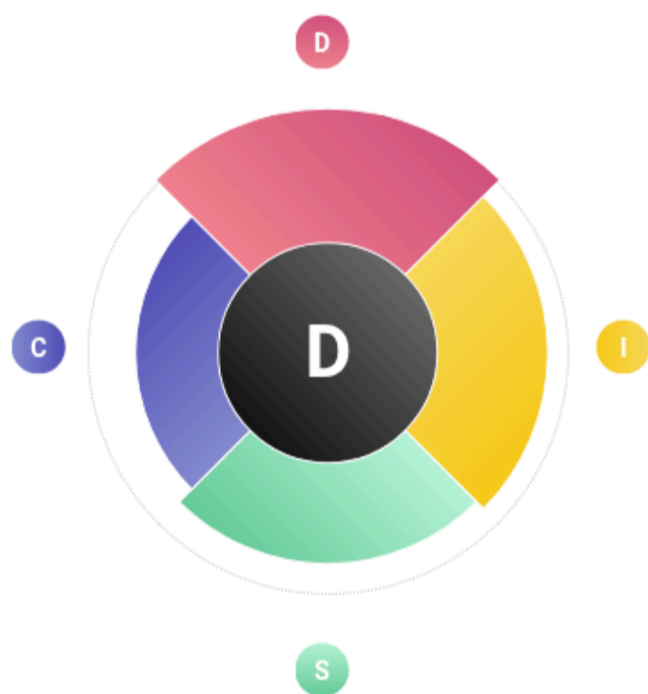
## You And Ian

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Ian's Key Traits



### **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.