



# JAKE SUMNER

**Energizer**  
DISC Type : I

**Strategic Policy Adviser to the Chief Executive, Birmingham City Council at Birmingham City Council**  
London, England, United Kingdom

## Overview

Jake has no verified overview

### 👤 Personality Overview

**Imaginative**   **Enthusiastic**   **Full Of Energy**

They are friendly, approachable and love to make new connections. 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

Jake has no verified topics they care about

## Media Appearances

Jake has no verified media appearances

## Work History

- 8-2021  
Strategic Policy Adviser to the Chief Executive, Birmingham City Council at Birmingham City Council
- 4-2020 - 5-2021  
Policy Director, Shadow West Midlands Mayor and Mayoral Campaign at The Labour Party
- 10-2017 - 8-2021  
Policy Director at Field Consulting UK
- 1-2017 - 11-2017  
Associate Director Industrial Strategy at ResPublica
- 2-2009 - 5-2018  
Board Trustee, Company Director, Chair and Deputy Chair at CASTLEHAVEN COMMUNITY ASSOCIATION

## Education

- 1992 - 1995  
Bachelor's Degree from University of Oxford

## More Information

Social Presence :



Prographics :

Exp : 16 Location : London, England, United Kingdom Job Level : N/A

Designation : Strategic Policy Adviser to the Chief Executive, Birmingham City Council at Birmingham City Council

## Insights For Selling To Jake

### 👉 During A Call Or A Meeting

#### DO's

- Be friendly and entertaining in your conversation
- Talk anecdotally about the customer experience that your product offers
- Invite them for a lunch or a drink/coffee

#### DONT's

- Don't push them to make a decision too fast, let them get comfortable first
- Avoid cutting into their flow
- Don't be too formal, focus on building comfort and trust

## 👉 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 Jake, [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:** Jake, 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 Jake is

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

Will you ever get a clear answer from Jake

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

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## Insights For Deal Planning

How Fast (Or Slow) Will Jake Move?

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

Can Jake Take Some Risk Or Not?

- *They can accept limited risks, ones that they think will not impact them personally.*

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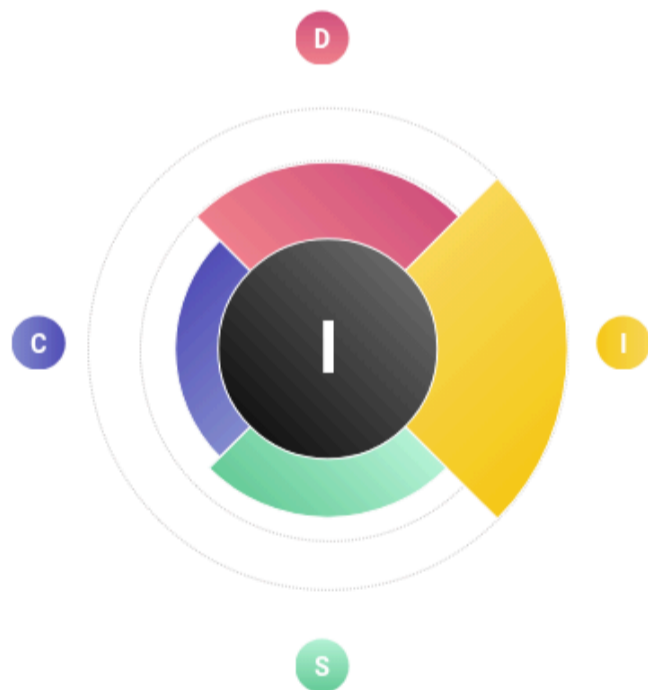
## You And Jake

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Jake'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.