



# JAMES WALTERS

**Examiner**  
DISC Type : cs

**Chaplain and Professor in Practice at The London School of Economics and Political Science (LSE)**  
Greater London, England, United Kingdom

## Overview

James has no verified overview

### 👉 Personality Overview

Late Adopter      Unexpressive      Tough To Convince

They do not like taking risks at all and go for proven options in the end. They are heavily focused on quality and prefer doing things the right way, even if it takes time. They are quite aware of their needs and limitations, so they are unlikely to over-promise.

### 👉 Topics They Care About

James has no verified topics they care about

## Media Appearances

James has no verified media appearances

## Work History

- 9-2010  
Chaplain and Professor in Practice at The London School of Economics and Political Science (LSE)
- 6-2007 - 8-2010  
Assistant Curate at Church of England
- 1-2001 - 8-2003  
Parliamentary Assistant at House of Commons

## Education

- 2003 - 2007  
Doctor of Philosophy (PhD) from University of Cambridge
- 1997 - 2000  
Bachelor's degree from University of Cambridge

## More Information

Social Presence :



## Prographics :

Exp : 21 Location : Greater London, England, United Kingdom Job Level : N/A

Designation : Chaplain and Professor in Practice at The London School of Economics and Political Science (LSE)

## Insights For Selling To James

### 👉 During A Call Or A Meeting

#### DO's

- Be firm in your communication and stay in control
- Ask them which other stakeholders would be important for this purchase decision
- First of all, focus on building their confidence by sharing examples, case studies etc.

#### DONT's

- Don't push them too hard to make fast decisions, give them time
- Don't rely on relationship building even if they act pleasantly
- Don't be very accepting if that is your natural style, stay firm

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

**Pace:** Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

**Tone:** Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

**Tactics To Win:** Use of negations, giving full information

**Mistakes To Avoid:** Use of superlatives, overusing social proof

**Making The Ask:** Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

**Subconscious Driver:** They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

### Script

**Greeting:** Hi James, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

**Introduction:** My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

**Ask:** Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

**Close:** Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect\_email] would be the right email ID for you?

## 👉 When Writing An Email

**Subject:** Precise

*Example: Measurable results', '6.2% more sales' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi' (along with the first name)*

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

*Example: Use standard lines, like 'I hope that you are doing well' etc.*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'*

**Complimentary Close:** Formal

*Example: Something simple like 'Thanks', 'Regards' etc.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on removing doubts

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with James is

- *Low-risk, adoption by others are very important to them, followed by confidence in ROI.*

Will you ever get a clear answer from James

- *They are unlikely to say no, it's better to stop yourself once you have exhausted all the options.*

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## Insights For Deal Planning

How Fast (Or Slow) Will James Move?

- *They do not like to rush and therefore can be quite slow in their decision-making.*

Can James Take Some Risk Or Not?

- *They have little risk-appetite and prefer to take measured decisions.*

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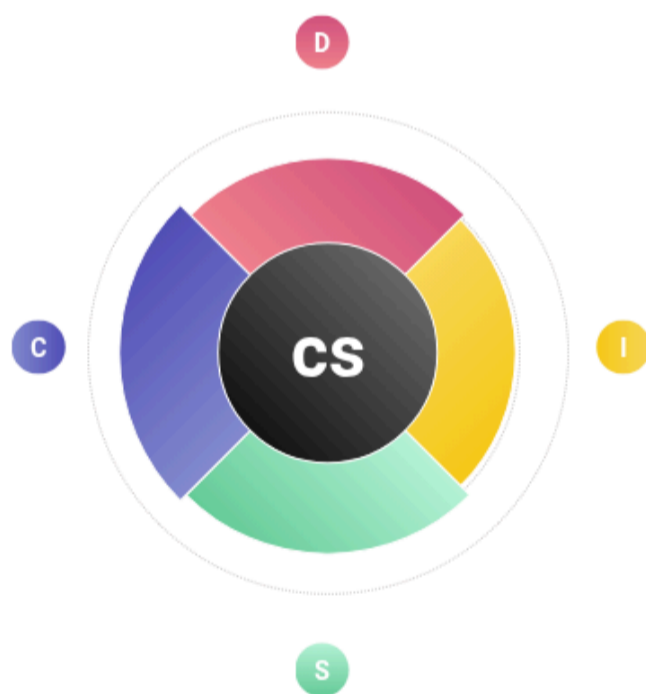
## You And James

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : James's Key Traits



### **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.

### **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.