



JIM DICKSON

Questioner

DISC Type : c

MP for Dartford at POST, UK Parliament

London, England, United Kingdom

Overview

Jim has no verified overview

👉 Personality Overview

Cautious & Analytical

Systematic

Value Seeker

It is quite likely of them to ask for pricing or other concessions. They prefer to analyze every situation thoroughly. While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters.

👉 Topics They Care About

Jim has no verified topics they care about

Media Appearances

Jim has no verified media appearances

Work History

- 7-2024
MP for Dartford at POST, UK Parliament
- 3-2021 - 7-2024
Co-Chair Lambeth Together Care Partnership at Lambeth Together
- 5-2012 - 7-2024
Member of the Council of Governors at King's College Hospital NHS Foundation Trust
- 2009 - 7-2024
Cabinet Member (Finance, Health, Social Care, VCS) at London Borough of Lambeth
- 1-2003 - 12-2020
Director at Four Communications

Education

- 1983 - 1986
BA (Hons) from University of Cambridge
- 2003 - 2005
Master of Business Administration - MBA from University of Westminster

More Information

Social Presence :



Prographics :

Exp : 35 Location : London, England, United Kingdom Job Level : N/A

Designation : MP for Dartford at POST, UK Parliament

Insights For Selling To Jim

👉 During A Call Or A Meeting

DO's

- Emphasize on objective proof of ROI, help them do a thorough evaluation
- Emphasise more on facts and measurable benefits
- Back up any claims with data and numbers

DONT's

- Don't overhype the product/pitch, keep it measured
- Avoid rushing them, be polite and patient
- Don't depend too much on anecdotal evidence, it reduces their confidence

👉 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 Jim, this is [user_fname] at [user_companynamewithfirsttwowords].

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: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

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

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

Example: Something simple like 'Thanks', or nothing at all.

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Jim is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Jim

- *It doesn't come naturally to them but they can say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Jim Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Jim Take Some Risk Or Not?

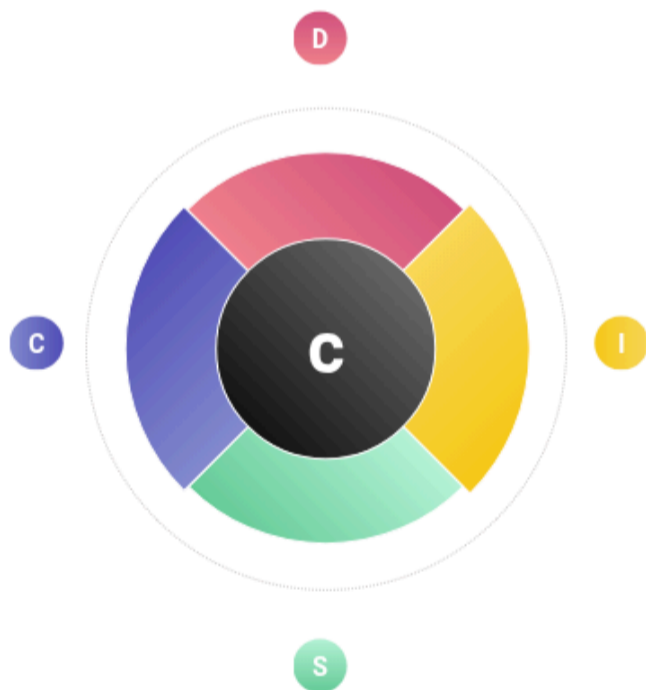
- *They can take risk if they are convinced that they have analyzed the circumstances well.*

You And Jim

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Jim'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.