



Jo S.

Balancer
DISC Type : S

Category Manager at Marks and Spencer
Greater London, England, United Kingdom

Overview

Jo has no verified overview

👉 Personality Overview

- Risk-Averse
- Good Listener
- Empathetic

They like following the process even if it takes time to reach any conclusion. They are courteous and respectful but practical. They are comfortable taking long term decisions.

👉 Topics They Care About

Jo has no verified topics they care about

Media Appearances

Jo has no verified media appearances

Work History

- 1-2018
Category Manager at Marks and Spencer
- 11-2015 - 12-2017
Category Manager at John Lewis Partnership
- 1-2014 - 10-2015
Category Manager at John Crane
- 3-2012 - 12-2013
Procurement Project Manager - Global at John Crane
- 2-2009 - 2-2012
Commodity Manager EMEA at John Crane

Education

- 2013 - 2015
Master of Science (M.Sc.) from University of South Wales
- Professional Diploma in Procurement and Supply (MCIPS) from University of West London

More Information

Social Presence :



Prographics :

Exp : **16** Location : **Greater London, England, United Kingdom** Job Level : **Middle**

Designation : **Category Manager at Marks and Spencer**

Insights For Selling To Jo

👉 During A Call Or A Meeting

DO's

- Share information about the process and how it would address all concerns
- Be very observant about how they perceive the risk in the decision
- Encourage them to invite other key stakeholders for discussions

DONT's

- Ensure that you don't seem disinterested when speaking to them
- Skip mentioning details that are confusing
- Don't brush off their concerns, their comfort with you will go down

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Jo, how are you? This is [user_fname] at [user_companynamewithfirsttwowords].

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

Ask: Jo, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 When Writing An Email

Subject: Formal

Example: Discussion regarding next steps', 'Humantic AI and sales conversion' etc.

Salutation: Yes (Something formal)

Example: Use 'Hello', 'Dear' etc. (along with the first name)

Greeting: Yes (Say something formal/usual)

Example: Use standard lines, like 'Thanks for taking the time' etc.

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Simply lay out the next steps

Example: Something like 'Would you be available to speak tomorrow?'

Complimentary Close: Formal

Example: Something standard like 'Warm regards', 'Best wishes' etc.

Tone of Words: Friendly, second-person

Overall Messaging: Focused on social proof and process

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Jo is

- *Low-risk, adoption by others and strong collaterals matter the most to them.*

Will you ever get a clear answer from Jo

- *They never refuse directly, they push out the decisions or just go quiet.*

Insights For Deal Planning

How Fast (Or Slow) Will Jo Move?

- *They can be some of the slowest decision makers.*

Can Jo Take Some Risk Or Not?

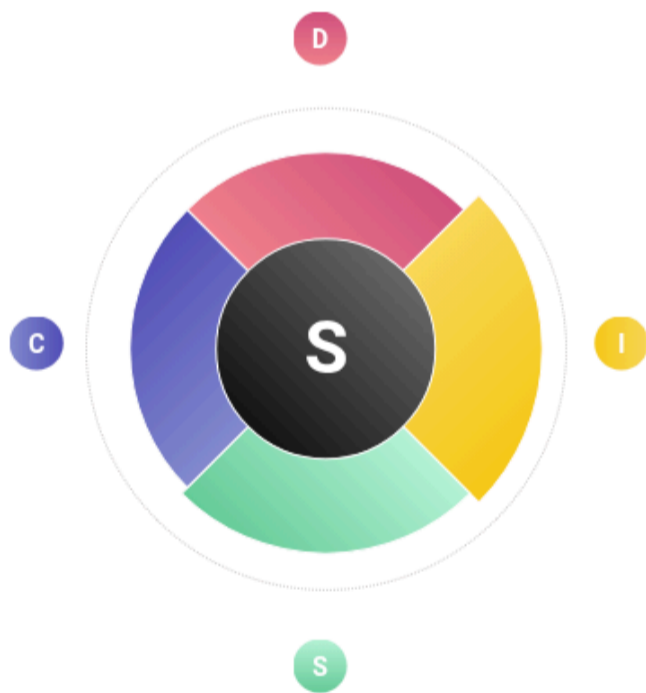
- *They have no risk-appetite and prefer to take safe decisions.*

You And Jo

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Jo's Key Traits



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.