



## JOHN BERCOW

**Commander**  
DISC Type : D

**Keynote speaker, after dinner speaker and conference moderator at NMP Live Limited**  
London, England, United Kingdom

### Overview

John has no verified overview

#### Personality Overview

**Strong-Willed**

**Decisive**

**Very Quick**

They like to stay in control of the negotiation or defining of the terms. 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

John has no verified topics they care about

### Media Appearances

John has no verified media appearances

### Work History

- 6-2023  
Keynote speaker, after dinner speaker and conference moderator at NMP Live Limited
- 6-2009 - 10-2019  
Speaker of the House of Commons at House of Commons
- 11-2003 - 9-2004  
Shadow Secretary of State for International Development at The Conservative Party
- 7-2002 - 11-2002  
Shadow Minister for Work & Pensions at The Conservative Party
- 9-2001 - 7-2002

### Education

- Government from University of Essex

Shadow Chief Secretary to the Treasury at The Conservative Party

## More Information

### Social Presence :



### Prographics :

Exp : 27 Location : London, England, United Kingdom Job Level : N/A

Designation : Keynote speaker, after dinner speaker and conference moderator at NMP Live Limited

## Insights For Selling To John

### 👉 During A Call Or A Meeting

#### DO's

- Refer to testimonials from well-known industry leaders
- Get to the point quickly instead of spending time doing small talk
- Be respectful but crisp

#### DONT's

- Don't try too hard to forge relationships with them
- Avoid being a storyteller and don't try to oversell
- 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:** John, this is [user\_fname] at [user\_companynamewordstwowords].

**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 John is

- *Conviction around the impact matters the most to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from John

- *If they decide not to use your product, they will say no clearly.*

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## Insights For Deal Planning

How Fast (Or Slow) Will John Move?

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

Can John Take Some Risk Or Not?

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

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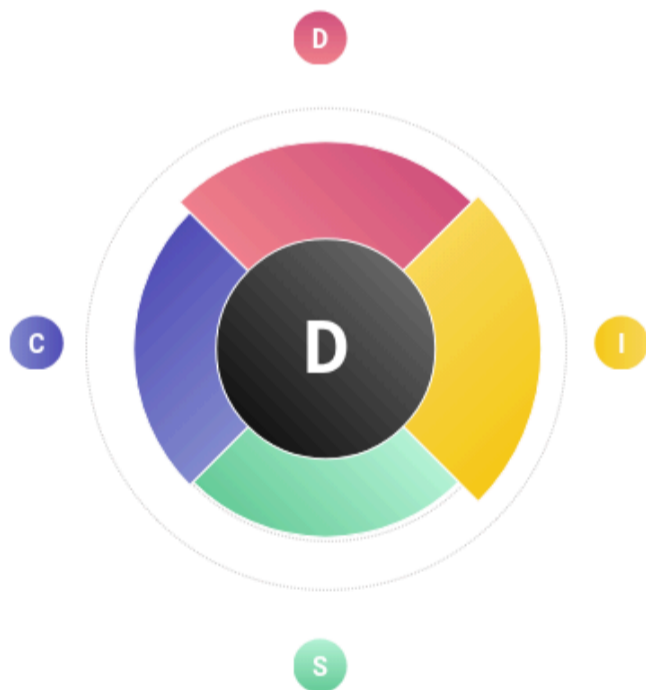
## You And John

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : John'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.