



# JONATHAN BARLEY

**Energizer**  
DISC Type : I

**Head of Programmes at Sainsbury's**  
London Area, United Kingdom

## Overview

Jonathan has no verified overview

### 👉 Personality Overview

Big Picture Person    Imaginative    Informal

They are always positive and upbeat, so take their promises with a pinch of salt. They are not always early adopters but can be persuaded by leveraging strong relationships. They are friendly, approachable and love to make new connections.

### 👉 Topics They Care About

Jonathan has no verified topics they care about

## Media Appearances

Jonathan has no verified media appearances

## Work History

- 4-2025  
Head of Programmes at Sainsbury's
- 9-2023 - 4-2025  
Programme Lead - Branded Supplier Planning at Sainsbury's
- 10-2022 - 9-2023  
Programme Lead - Deposit Return Scheme at Sainsbury's
- 7-2008 - 6-2014  
Ops Dev and Retail Manager at John Lewis

## Education

- 2007 - 2008  
MSc from University of Hertfordshire
- 2003 - 2006  
BMus from Goldsmiths, University of London

## More Information

### Social Presence :





## Prographics :

Exp : 9 Location : **London Area, United Kingdom** Job Level : **Mid-senior** Designation : **Head of Programmes at Sainsbury's**

## Insights For Selling To Jonathan

### 👉 During A Call Or A Meeting

#### DO's

- Speak enthusiastically with energy, maintain a clear and confident tone
- Share some stories about how you you have helped people in similar positions succeed
- Be friendly and entertaining in your conversation

#### DONT's

- Avoid overloading them with too much detail
- Don't push them to make a decision too fast, let them get comfortable first
- Avoid ifs and buts, don't talk too much about the risks etc.

## 👉 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 Jonathan, [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:** Jonathan, 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 Jonathan is

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

Will you ever get a clear answer from Jonathan

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

---

## Insights For Deal Planning

How Fast (Or Slow) Will Jonathan Move?

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

Can Jonathan Take Some Risk Or Not?

- *They may take certain risks that they deem unlikely of personal repercussions.*

---

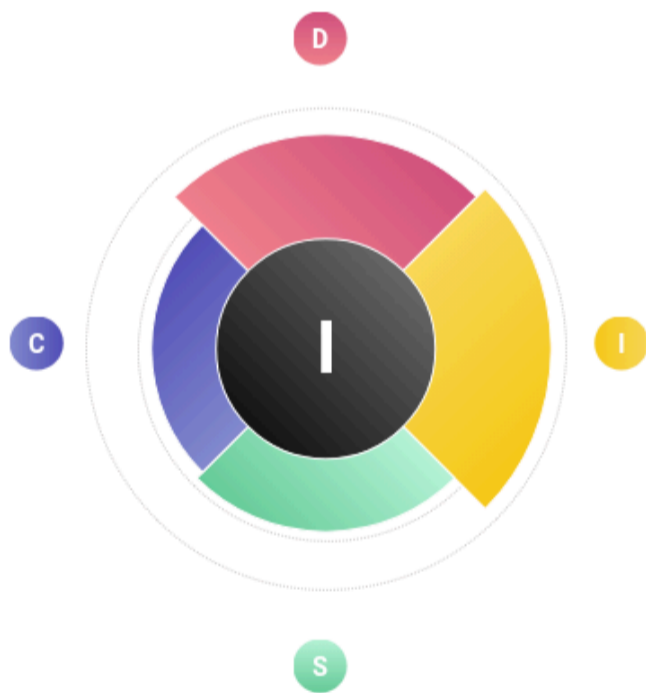
## You And Jonathan

### Personality Compatibility

Not enough data to show compatibility comparison

---

## DISC Profile : Jonathan'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.