



## JORG HOFFGAARD

**Inquirer**  
DISC Type : dc

**Head of Sales Europe at Farrow & Ball**  
Greater Munich Metropolitan Area, Germany

### Overview

Jorg has no verified overview

#### 👉 Personality Overview

ROI Conscious      Upfront      Judgemental

They respond well to confident salespeople. They care equally about the product and its potential impact. They can be nudged to make faster decisions by offering what they value.

#### 👉 Topics They Care About

Jorg has no verified topics they care about

### Media Appearances

Jorg has no verified media appearances

### Work History

- 9-2025  
Head of Sales Europe at Farrow & Ball
- 8-2024 - 8-2025  
Seed Investor and Commercial Leader at korbsauna
- 9-2018 - 7-2024  
Senior Business Development Manager RTD – EMEA at Starbucks
- 1-2014 - 9-2018  
Senior Business Development Manager RTD – D/A/CH and TR/RU at Starbucks
- 2-2013 - 12-2013  
Head of Sales Germany at Campbell's

### Education

- 1995 - 2000  
Education details unavailable from Heidelberg University
- Transformational Leadership from IMD

## More Information

Social Presence :



Prographics :

Exp : 25 Location : **Greater Munich Metropolitan Area, Germany** Job Level : **Mid-senior**

Designation : **Head of Sales Europe at Farrow & Ball**

## Insights For Selling To Jorg

### 👉 During A Call Or A Meeting

#### DO's

- Ask them questions confidently while doing discovery, don't be apologetic
- Tell them that you are there to help them create visible impact within their organization
- Be crisp while making the pitch

#### DONT's

- Avoid repeating yourself or making generalizations
- Don't expect them to change their mind quickly if they say no once
- Do not give up if they are not convinced, try again with a different approach

## 👉 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:** Jorg, 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, measured

*Example: Will this work?', '6.2% revenue impact' etc.*

**Salutation:** No

*Example: Skip 'Hi', 'Hey' etc., use only the first name*

**Greeting:** No

*Example: Skip usual 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: Something simple like 'Thanks', 'Regards', or nothing at all.*

**Tone of Words:** Confident, direct

**Overall Messaging:** Focused on measurable results

**Length of Mail:** Very Short

*Example: Less than 100 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Jorg is

- *Conviction in the product matters to them, followed by proof points and strong testimonials.*

Will you ever get a clear answer from Jorg

- *They may not be very forthcoming, but they will say no if needed.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Jorg Move?

- *Their decision making speed is somewhere in the middle.*

Can Jorg Take Some Risk Or Not?

- *They can take risks but after weighing up the pros and cons.*

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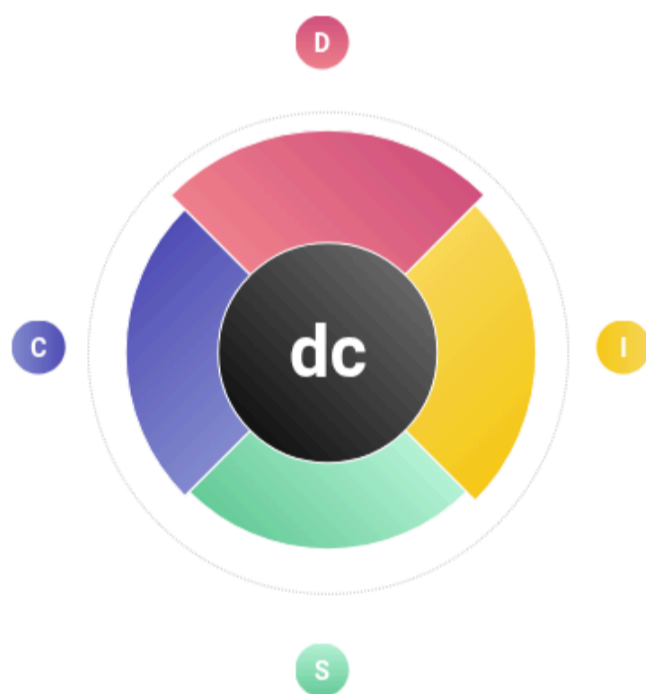
## You And Jorg

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Jorg'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.

### **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.