



## KEMI A.

**Questioner**  
DISC Type : c

**Director at The Junction BID - Clapham Junction**  
London Area, United Kingdom

### Overview

Kemi has no verified overview

#### 👉 Personality Overview

**Value Seeker**      **Price-Sensitive**      **Not Easily Convinced**

While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. It is quite likely of them to ask for pricing or other concessions.

#### 👉 Topics They Care About

Kemi has no verified topics they care about

### Media Appearances

Kemi has no verified media appearances

### Work History

- 10-2025  
Director at The Junction BID - Clapham Junction
- 7-2023 - 12-2023  
Advisory Board Member at Nesta
- 11-2022  
Governor at South Thames Colleges Group
- 6-2022 - 7-2025  
Director at Positively Putney BID
- 5-2022  
Deputy Leader of Wandsworth Council at Richmond and Wandsworth Councils

### Education

- 2015 - 2017  
Master's Degree from University of West London
- 2012 - 2013  
Master's degree from University of East London

## More Information

Social Presence :



Prographics :

Exp : 19 Location : London Area, United Kingdom Job Level : Mid-senior

Designation : Director at The Junction BID - Clapham Junction

## Insights For Selling To Kemi

### 👉 During A Call Or A Meeting

#### DO's

- Share as much information as possible regarding your product
- If you have a lower priced product compared to the competition, call out the same
- Back up any claims with data and numbers

#### DONT's

- Don't depend too much on anecdotal evidence, it reduces their confidence
- Don't try to be too friendly or informal with them
- Avoid phrases like 'do not worry about', 'no one compares to' etc.

## 👉 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 Kemi, this is [user\_fname] at [user\_companynamewordstwowords].

**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 Kemi 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 Kemi

- *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 Kemi Move?

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

Can Kemi Take Some Risk Or Not?

- *If they believe that they have analyzed the situation well, they can take a little risk.*

---

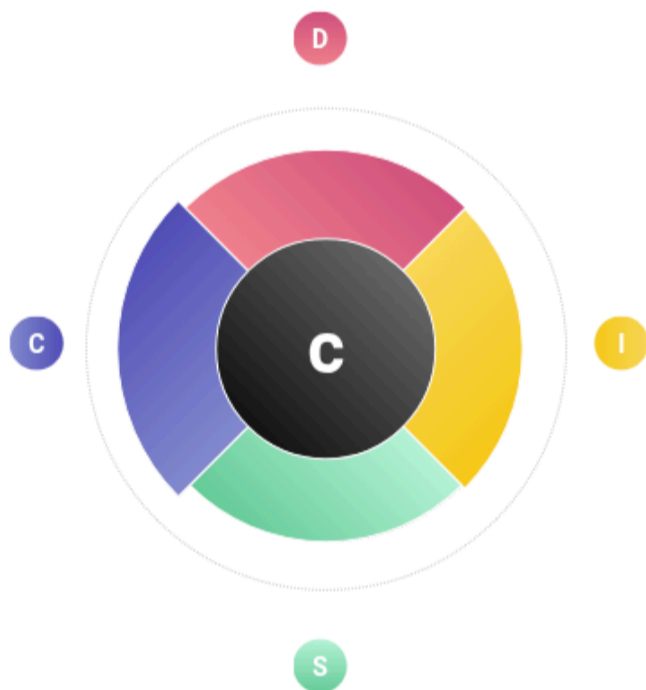
## You And Kemi

### Personality Compatibility

Not enough data to show compatibility comparison

---

## DISC Profile : Kemi'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.