



LAUREN C.

Trailblazer
DISC Type : DI

Global Ecosystem GTM Leader - Hyperscaler, Hybrid & Platforms | Managing Director | Market Maker at Accenture

Greater London, England, United Kingdom

Overview

Lauren has no verified overview

👤 Personality Overview

Achievement-Oriented **Charismatic** **Friendly But Fast**

They respond better to a combination of speed and relationship. They do not mind taking risks and can make hard decisions, if necessary. They are charming and have the ability to align others behind their decisions.

👤 Topics They Care About

Lauren has no verified topics they care about

Media Appearances

Lauren has no verified media appearances

Work History

- 4-2026
Global Ecosystem GTM Leader - Hyperscaler, Hybrid & Platforms | Managing Director | Market Maker at Accenture
- 1-2026 - 4-2026
Chief of Strategic Projects - Global Commercial Office | Market Maker | Managing Director | Trustee at Accenture
- 9-2024 - 1-2026
Accenture Microsoft Business Group Lead UKIA | Market Maker | Managing Director | Trustee at Accenture
- 3-2024
Trustee at Reseed

Education

Lauren has no verified education history

• 1-2017 - 4-2021

Complex Engagement Executive at IBM

More Information

Social Presence :



Prographics :

Exp : 8 Location : **Greater London, England, United Kingdom** Job Level : **Mid-senior**

Designation **Global Ecosystem GTM Leader - Hyperscaler, Hybrid & Platforms | Managing Director | Market Maker at**
: **Accenture**

Insights For Selling To Lauren

👉 During A Call Or A Meeting

DO's

- Build a trustworthy relationship while keeping the product center-stage
- Give them control of the sales process
- Showcase existing customers and use case-studies to grab their attention

DONT's

- Don't make any commitments that you might not be able to fulfill
- Don't hesitate from asking them how they truly feel about your product
- Avoid unnecessary negativity or slowness

👉 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: Lauren, 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: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

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

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Lauren is

- *Relationship and product conviction matter equally, followed by a sense of achievement.*

Will you ever get a clear answer from Lauren

- *If they are not convinced, they will say no albeit in a friendly manner.*

Insights For Deal Planning

How Fast (Or Slow) Will Lauren Move?

- *If you earn their trust and they develop faith in the product, they can make decisions quickly.*

Can Lauren Take Some Risk Or Not?

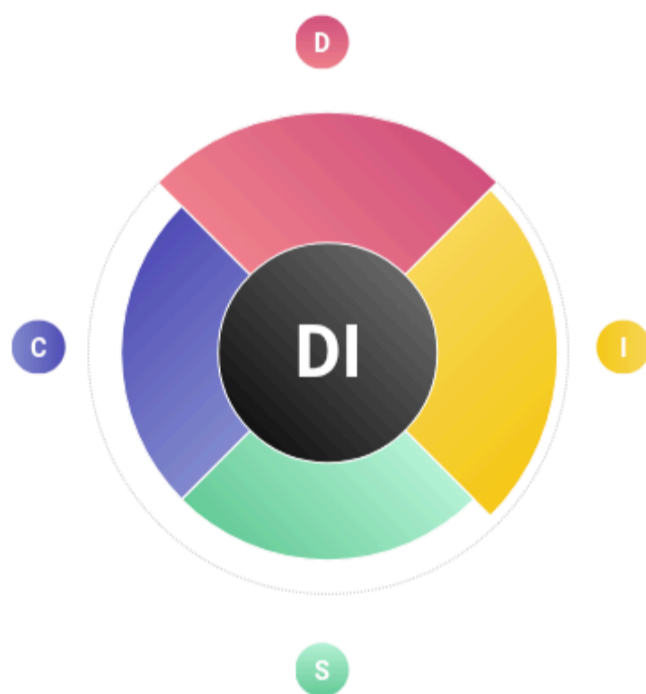
- *They can take risks if necessary.*

You And Lauren

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Lauren'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.

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.