



**LU S.**

**Questioner**  
DISC Type : c

**Creative Director : Design Manager / Editorial Project Manager at BBC News**  
London, England, United Kingdom

## Overview

Lu has no verified overview

### 👉 Personality Overview

**Value Seeker**      **Cautious & Analytical**      **Not Easily Convinced**

They are more likely than others to negotiate on pricing and terms. While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. They prefer to do thorough analysis of any situation.

### 👉 Topics They Care About

Lu has no verified topics they care about

## Media Appearances

Lu has no verified media appearances

## Work History

- 1-2001  
Creative Director : Design Manager / Editorial Project Manager at BBC News
- 7-1994 - 1-2001  
Creative : design direction art direction branding motion graphics - 🙌 on lead NEWS&CA progs at BBC News
- 1980 - 1983  
GRAPHIC DESIGNER inc Police 5 o heady days at TVS Southampton
- 1902 - 1906  
Graphic Designer at Westcountry TV

## Education

- lots from St Trinians

## More Information

Social Presence :



Prographics :

Exp : 40 Location : London, England, United Kingdom Job Level : Mid-senior

Designation : Creative Director : Design Manager / Editorial Project Manager at BBC News

## Insights For Selling To Lu

### 👉 During A Call Or A Meeting

#### DO's

- Back up any claims with data and numbers
- Keep some extra margin in hand as they will likely negotiate the pricing
- Tell them that you will come back if you don't have a good answer for a question

#### DONT's

- Don't depend too much on anecdotal evidence, it reduces their confidence
- Don't overhype the product/pitch, keep it measured
- 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 Lu, 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 Lu is

- *Confidence that the product provides ROI, effective pricing and process adherence matter the most to them.*

Will you ever get a clear answer from Lu

- *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 Lu Move?

- *They can move at a reasonable pace while making their decisions if they have the necessary information.*

Can Lu Take Some Risk Or Not?

- *They can take some risk if they are confident that they have analyzed the circumstances well.*

---

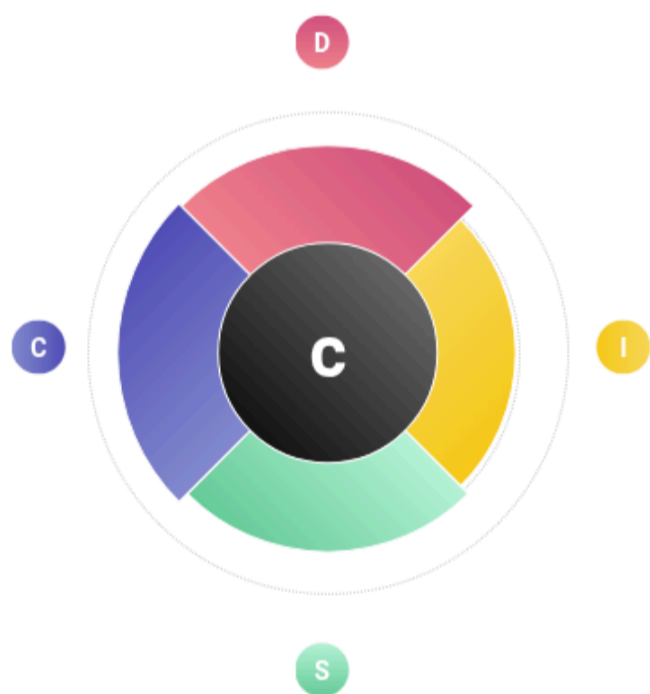
## You And Lu

### Personality Compatibility

Not enough data to show compatibility comparison

---

## DISC Profile : Lu'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.