



# LUCY MASON

**Energizer**  
DISC Type : I

**Commercial Deputy Director at Department of Health and Social Care**  
United Kingdom

## Overview

Lucy has no verified overview

### 👉 Personality Overview

- Believer
- Full Of Energy
- Enthusiastic

They are people oriented, friendly and like creating new connections. They are naturally enthusiastic, so take their promise with a pinch of salt. Unlike C or D types, they are vocal with their opinions but not so much with their questions.

### 👉 Topics They Care About

Lucy has no verified topics they care about

## Media Appearances

Lucy has no verified media appearances

## Work History

- 4-2025  
Commercial Deputy Director at Department of Health and Social Care
- 4-2023 - 10-2024  
Commercial Director at New Hospitals Programme
- 2-2021 - 3-2023  
Deputy Director - Commercial Assurance Policy Systems & Intelligence and Capability at Department of Health and Social Care
- 8-2019 - 3-2022  
Deputy Director Procurement at Department of Health and Social Care
- 4-2018 - 7-2019  
Commercial Manager at Home Office

## Education

- 1993 - 1996  
BA Hons from Queen Mary's High School

## More Information

Social Presence :



Prographics :

Exp : **10** Location : **United Kingdom** Job Level : **Mid-senior**

Designation : **Commercial Deputy Director at Department of Health and Social Care**

## Insights For Selling To Lucy

### 👉 During A Call Or A Meeting

#### DO's

- Talk anecdotally about the customer experience that your product offers
- Share some stories about how you you have helped people in similar positions succeed
- Be friendly and entertaining in your conversation

#### DONT's

- Don't assume a yes just because they have not said no
- Don't be too formal, focus on building comfort and trust
- Avoid cutting into their flow

## 👉 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 Lucy, [user\_fname] here at [user\_companynamefirsttwowords] 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:** Lucy, 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 Lucy is

- *Relationship and trust can be vital with them, sometimes more than anything else.*

Will you ever get a clear answer from Lucy

- *They are unlikely to say no directly, you have to make that decision yourself.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Lucy Move?

- *They are not the fastest decision makers, their friendly approach can give false positive signals.*

Can Lucy Take Some Risk Or Not?

- *They can accept limited risks, ones that they think will not impact them personally.*

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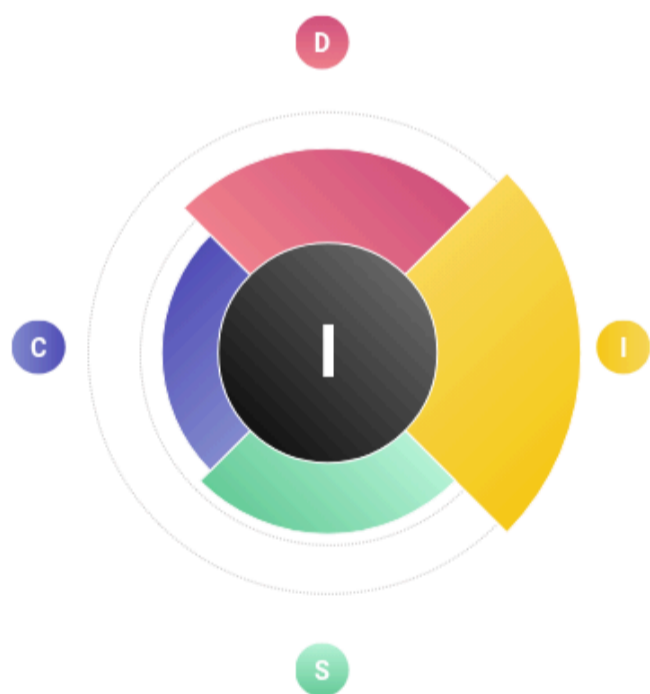
## You And Lucy

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Lucy'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.