



# LUKE ELLUL

**Collaborator**

DISC Type : is

**Regional Head Chef- London Food Team at BaxterStorey**

Southend-On-Sea, England, United Kingdom

## Overview

Luke has no verified overview

### Personality Overview

**Example Driven**

**Consensus Builder**

**Good Listener**

Unlike D or C types, they are calm as well as friendly and can give the impression of being more receptive than they actually are. Scenarios where both sides can come out as winners appeal to them greatly. They are more likely to opt for solutions that are proven in the market.

### Topics They Care About

Luke has no verified topics they care about

## Media Appearances

Luke has no verified media appearances

## Work History

- 10-2025  
Regional Head Chef- London Food Team at BaxterStorey
- 11-2022 - 10-2025  
Executive Head Chef at BaxterStorey
- 5-2022 - 11-2022  
Head Chef at Seven Hotel Southend-on-sea
- 8-2021 - 8-2022  
Senior First Team Chef at Tottenham Hotspur Football Club
- 2-2019 - 8-2021  
Senior Sous Chef at Roslin Beach Hotel

## Education

- 9-2011 - 8-2022  
Education details unavailable from Westminster Kingsway College

## More Information

Social Presence :



Prographics :

Exp : **11** Location : **Southend-On-Sea, England, United Kingdom** Job Level : **N/A**

Designation : **Regional Head Chef- London Food Team at BaxterStorey**

## Insights For Selling To Luke

### 👉 During A Call Or A Meeting

#### DO's

- Use phrases like 'trust me when', 'your team will love' etc.
- Show them how they look good by making this decision
- When asking them questions, sound relatable and informal

#### DONT's

- Don't get into excessive details unless prompted
- Don't ask too many questions that sound too dry and objective
- Don't give the impression of being unproven or risky

## 👉 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 Luke, [user\_fname] here at [user\_companynamewithfirsttwowords] 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:** Luke, 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, clear

*Example: John, let's close this tomorrow?', 'You will get this!' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi', 'Hello' etc. (along with the first name)*

**Greeting:** Yes (Say something usual)

*Example: Say something usual and friendly, like 'It's a real pleasure'*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Close on a positive note

*Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'*

**Complimentary Close:** Unique, pleasant

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

**Tone of Words:** Friendly, exciting

**Overall Messaging:** Focused on social proof

**Length of Mail:** Medium

*Example: Ideally upto 130-150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Luke is

- *Relationship and rapport play a major role, followed by low risk and the presence of proof points.*

Will you ever get a clear answer from Luke

- *They are diplomatic when the need arises; they hardly ever say a direct no.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Luke Move?

- *They can take their time to reach decisions, even while they stay engaged and friendly.*

Can Luke Take Some Risk Or Not?

- *They are unlikely to take many risks.*

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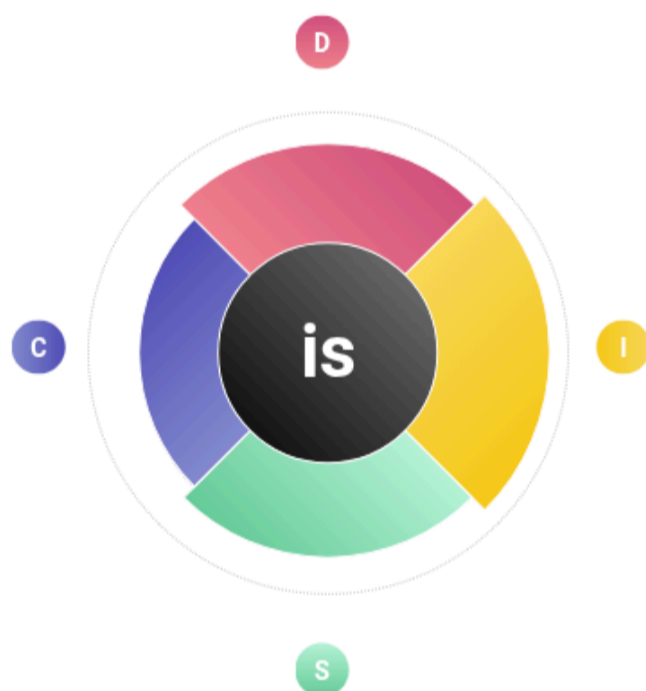
## You And Luke

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Luke'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.

### STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.