



MALCOLM BRUCE

Energizer
DISC Type : I

Chair at The Caribbean Council
London Area, United Kingdom

Overview

Malcolm has no verified overview

Personality Overview

Full Of Energy

Imaginative

Relationship Oriented

Unlike C or D types, they are vocal with their opinions but not so much with their questions. They excel at seeing the bigger picture, and the long-term impact of their decisions. They are not always early adopters but can be persuaded by leveraging strong relationships.

Topics They Care About

Malcolm has no verified topics they care about

Media Appearances

Malcolm has no verified media appearances

Work History

- 11-2020
Chair at The Caribbean Council
- 7-2019
Chair at Water Unite
- 11-2017
Mentor at Westminster Foundation for Democracy (WFD)
- 3-2016 - 11-2018
Associate at Global Partners Governance
- 11-2015
Peer at UK House of Lords

Education

- 10-1994 - 7-1995
Education details unavailable from The Inns of Court College of Advocacy
- 9-1970 - 9-1971
Master of Science - MS from University of Strathclyde

More Information

Social Presence :



Prographics :

Exp : 42 Location : London Area, United Kingdom Job Level : N/A Designation : Chair at The Caribbean Council

Insights For Selling To Malcolm

👉 During A Call Or A Meeting

DO's

- Talk about their team and how your product will help them do things better and easier
- Invite them for a lunch or a drink/coffee
- Be friendly and entertaining in your conversation

DONT's

- Don't be too formal, focus on building comfort and trust
- Don't push them to make a decision too fast, let them get comfortable first
- Don't be excessively objective, be a storyteller

👉 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 Malcolm, [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: Malcolm, 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 Malcolm is

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

Will you ever get a clear answer from Malcolm

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

Insights For Deal Planning

How Fast (Or Slow) Will Malcolm Move?

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

Can Malcolm Take Some Risk Or Not?

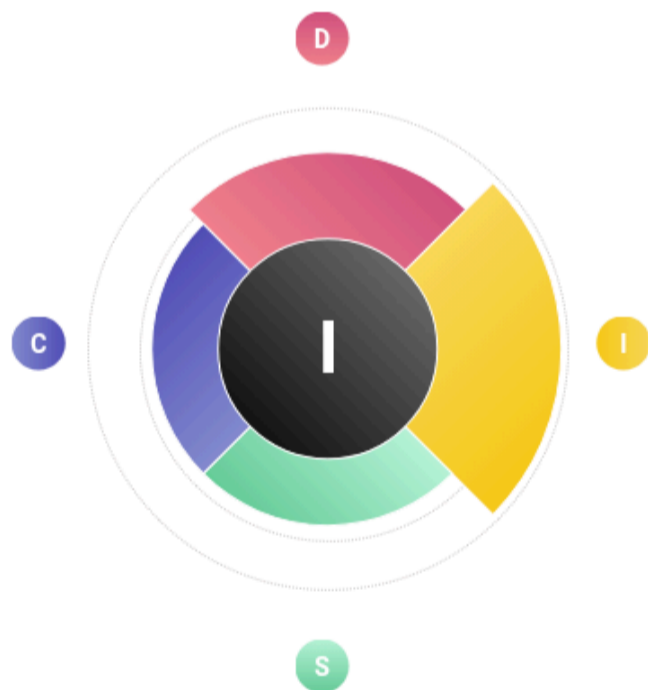
- *They may take certain risks that they deem unlikely of personal repercussions.*

You And Malcolm

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Malcolm'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.