



MARISHA RAY

Commander
DISC Type : D

Member at Entente Cordiale Scholarship Board
London, England, United Kingdom

Overview

Marisha has no verified overview

👤 Personality Overview

Decisive

Candid & Clear

Risk-Taker

They prefer to move quickly, and expect the same from others. They respond well to strong and respectful communication. They put a lot of effort into ensuring personal success.

👤 Topics They Care About

Marisha has no verified topics they care about

Media Appearances

Marisha has no verified media appearances

Work History

- 7-2016
Member at Entente Cordiale Scholarship Board
- 1-2015
Vice-Chair (previously Secretary, Acting Secretary) at Ethnic Minority Liberal Democrats
- 2-2014
Governor, Vice-Chair of Governing Body at Duncombe Primary School
- 10-2009 - 10-2012
Non-Executive Director Designate and Special Adviser at Whittington NHS Trust
- 1-2009 - 1-2010
Chair, Crossrail Thameslink Local Forum at Crossrail (Farringdon)

Education

- 1996 - 1997
MBA from College des Ingenieurs
- 1987 - 1990
MA from University of Cambridge

More Information

Social Presence :



Prographics :

Exp : 29 Location : London, England, United Kingdom Job Level : N/A

Designation : Member at Entente Cordiale Scholarship Board

Insights For Selling To Marisha

👉 During A Call Or A Meeting

DO's

- Get to the point quickly instead of spending time doing small talk
- Use phrases like 'it's your decision', 'strategic impact' etc.
- Help them weigh the risks by sharing objective proof points without becoming too analytical

DONT's

- Avoid being a storyteller and don't try to oversell
- Don't be in a rush to invite them for a social meet and greet
- Do not spend too much time focusing on product tech or features

👉 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: Marisha, this is [user_fname] at [user_companynameword1][user_companynameword2].

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: To the point

Example: 'Personalization', 'Sales conversion' etc.

Salutation: No

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

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Skip 'Warm regards', 'Best wishes' etc., just write your name

Tone of Words: Confident, challenging

Overall Messaging: Focused on results

Length of Mail: Very Short

Example: Less than 75 words

👉 While Negotiating & Closing

The secret to closing fast with Marisha is

- *Confidence in impact is paramount to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Marisha

- *If they are not convinced, they will have no hesitation in telling you the same.*

Insights For Deal Planning

How Fast (Or Slow) Will Marisha Move?

- *If convinced, they can reach decisions quite fast.*

Can Marisha Take Some Risk Or Not?

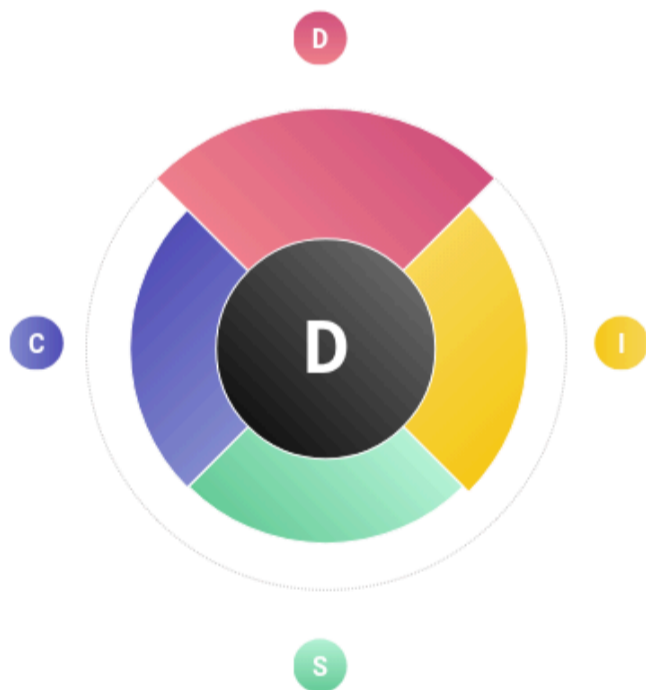
- *They do not shy away from taking risks, but can be quite binary about them.*

You And Marisha

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Marisha'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.