



# MARK ASKEW

**Observer**  
DISC Type : ci

**Executive Chef Director at The Ivy Collection at The Ivy Collection**  
Greater London, England, United Kingdom

## Overview

Mark has no verified overview

### 👉 Personality Overview

**Value Driven**

**Curious**

**Example Seeker**

They ask a lot of questions and rely heavily on information and collaterals. They are generally good communicators and can be hard to convince. They can sound friendly and charming but can quickly change gears to become inquisitive and probing.

### 👉 Topics They Care About

Mark has no verified topics they care about

## Media Appearances

Mark has no verified media appearances

## Work History

- 5-2014  
Executive Chef Director at The Ivy Collection at The Ivy Collection
- 5-2014 - 12-2021  
Director at The Ivy Collection at The Ivy Collection
- 1-1998 - 1-2012  
Group Executive Chef at Gordon Ramsay Holdings
- 1-1997 - 1-1998  
Head Chef at Aubergine Restaurant
- Chef De Partie at Les Maisons de Bricourt

## Education

- 1987 - 1989  
City and Guilds level 1 and 2 in Professional Cookery from Craven College
- Education details unavailable from Settle High School

## More Information

Social Presence :



Prographics :

Exp : 26 Location : **Greater London, England, United Kingdom** Job Level : **Senior**

Designation : **Executive Chef Director at The Ivy Collection at The Ivy Collection**

## Insights For Selling To Mark

### 👉 During A Call Or A Meeting

#### DO's

- Share testimonials from known people and give multiple examples of product value
- Build rapport, it will come handy to handle hard questions later
- Help them understand the risk aspect fully while inspiring confidence

#### DONT's

- Don't brush off any concerns, take all questions seriously
- Avoid making offhand commitments
- Don't rely excessively on your relationship with them to win the deal

## 👉 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 Mark, 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:** Exciting but objective

*Example: Making it personalized', 'Changing how to sell' etc.*

**Salutation:** Yes ( Something usual)

*Example: Use 'Hi' (along with the first name)*

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Logically summarize, keep high energy

*Example: Something like 'If these points make it clear, lets wrap this up at 11am?'*

**Complimentary Close:** Unique or standard

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

**Tone of Words:** Confident, informational

**Overall Messaging:** Focused on generating excitement while staying objective

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Mark is

- *Proven value, strong testimonials are important for them, rapport can impact decisions a little.*

Will you ever get a clear answer from Mark

- *They are practical and friendly, don't expect a clear-cut response often.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Mark Move?

- *They like to be detailed and take their time to arrive at decisions.*

Can Mark Take Some Risk Or Not?

- *They weigh all decisions systematically and are unlikely to take many risks.*

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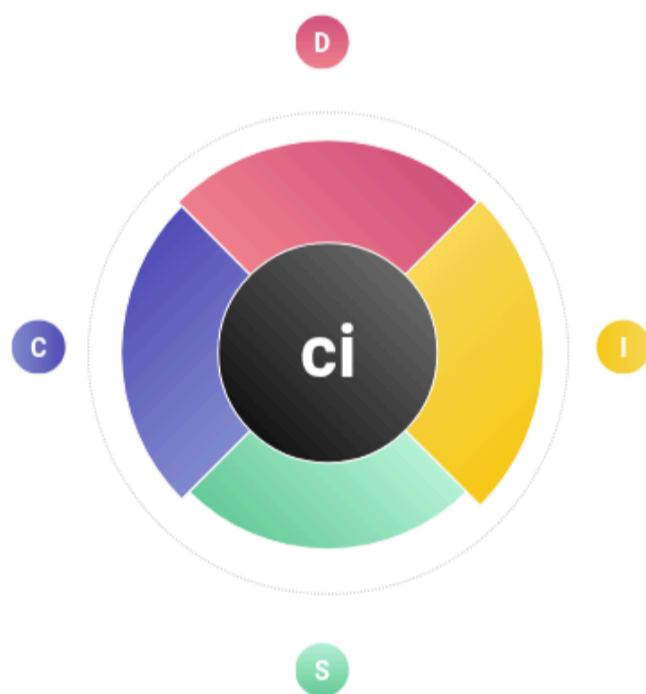
## You And Mark

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Mark'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.

### 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.