



MARK LUMLEY

Doer
DISC Type : sd

CIO - Retail at Marshall Motor Group
United Kingdom

Overview

Mark has no verified overview

👉 Personality Overview

Long-term Focused Deliberate Doer Results Focused

They might take some time to make their mind up but once they do, they don't change it easily. They are very professional in their approach and can weigh multiple perspectives together. They exhibit a rare combination of being result-oriented but patient at the same time.

👉 Topics They Care About

Mark has no verified topics they care about

Media Appearances

Mark has no verified media appearances

Work History

- 3-2026
CIO - Retail at Marshall Motor Group
- 3-2026
CIO - Retail at cinch
- 3-2025 - 3-2026
Director Board of Directors at IRELAND TOUCH LLB
- 6-2019 - 2-2026
Senior Director Technical Operations at Nike
- 1-2018 - 6-2019
Senior Director - Nike at Nike

Education

- Education details unavailable from Coventry University
- Education details unavailable from All of them

More Information

Social Presence :



Prographics :

Exp : 18 Location : **United Kingdom** Job Level : **Leadership** Designation : **CIO - Retail at Marshall Motor Group**

Insights For Selling To Mark

👉 During A Call Or A Meeting

DO's

- Come across as a trustworthy professional and be respectful, they usually know their game
- Use phrases like 'your team deserves', 'best in class' etc.
- Suggest clear next steps with confidence, don't be vague or hesitant

DONT's

- Don't get into pricing discussions early on, steer conversation towards proven results
- Don't take their patience for granted, avoid long-winding sermons
- Don't shy away from asking hard questions, but be extra polite

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Mark, how are you? This is [user_fname] at [user_companynamewordstwowords].

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

Ask: Mark, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 When Writing An Email

Subject: To the point, formal

Example: Personalized sales funnel', '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: Formally state your ask

Example: Something like 'If you are available tomorrow, shall we discuss this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident with a formal touch

Overall Messaging: Focused on output

Length of Mail: Short

Example: Maximum upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Mark is

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Mark

- *They will say no if they are not convinced but you will have to prompt them.*

Insights For Deal Planning

How Fast (Or Slow) Will Mark Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Mark Take Some Risk Or Not?

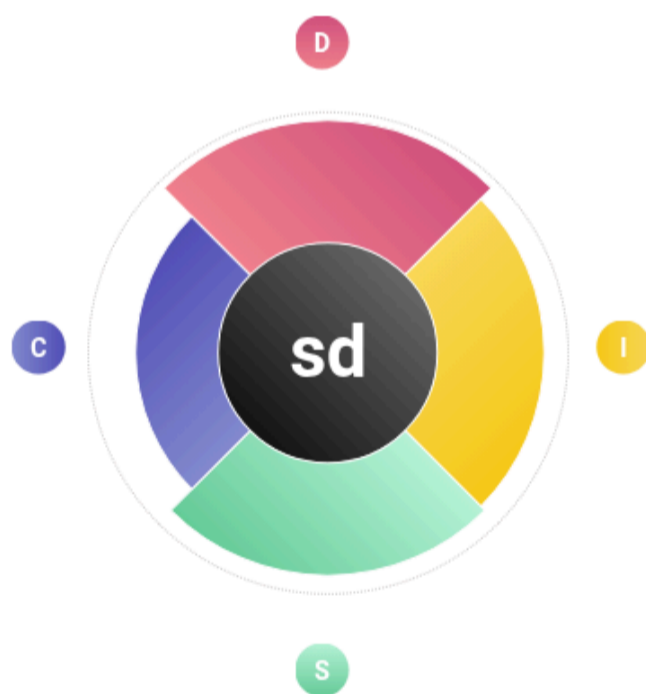
- *They have good risk tolerance but are likely to think it through once or twice.*

You And Mark

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Mark's Key Traits



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.

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.