



# MARK MEENEY

**Evaluator**  
DISC Type : dsc

**Trading Director at White Stuff**  
London, England, United Kingdom

## Overview

Mark has no verified overview

### 👉 Personality Overview

**Fast But Analytical**      **Thorough Evaluator**      **Quality Focused**

They are not very likely to become strong advocates of your product or service They focus on the results, but can still be quite procedural and analytical about how to get there They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical

### 👉 Topics They Care About

Mark has no verified topics they care about

## Media Appearances

Mark has no verified media appearances

## Work History

- 12-2025  
Trading Director at White Stuff
- 6-2019  
Head Of Merchandising at White Stuff
- 5-2017  
Merchandiser Manager at Marks and Spencer
- 4-2016 - 5-2017  
Senior Merchandiser at Marks and Spencer
- 8-2014 - 4-2016  
Merchandiser at Marks and Spencer

## Education

- 2002 - 2005  
2:1 from Sheffield Hallam University

## More Information

Social Presence :



Prographics :

Exp : **11** Location : **London, England, United Kingdom** Job Level : **Mid-senior** Designation : **Trading Director at White Stuff**

## Insights For Selling To Mark

### 👉 During A Call Or A Meeting

#### DO's

- Be prepared for comments or questions that are critical of your product or your claims
- Showcase how you can impact results but also make sure that you share detailed information too
- Showcase your competitive superiority clearly when possible or address it at the minimum

#### DONT's

- Don't nudge them to do something by using the logic that others have done the same
- Avoid inviting them for any social interactions until you have built some rapport with them
- Avoid too much small talk, just a few formal pleasantries should be fine

## 👉 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: Mark, this is [user\_fname] at [user\_companynamewordstwowords].

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, 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

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Mark

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

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## Insights For Deal Planning

How Fast (Or Slow) Will Mark Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Mark Take Some Risk Or Not?

- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

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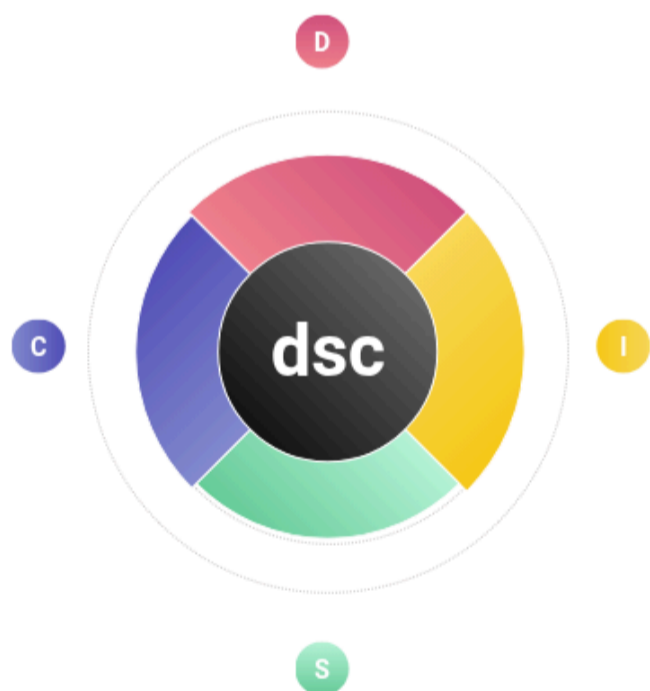
## You And Mark

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Mark's Key Traits



### **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.

### **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.

### **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.