



# MARK SWIFT

**Enthusiast**  
DISC Type : i

**Head of Data & Process Solutions at Marks and Spencer**  
Greater London, England, United Kingdom

## Overview

Mark has no verified overview

### Personality Overview

Story Driven   Optimistic   Amiable & Agreeable

They agree with others often, so exercise caution when relying on their word. Unlike D or C types, they are convinced more by stories and testimonials. They are more about building relationships than just cutting deals.

### Topics They Care About

Mark has no verified topics they care about

## Media Appearances

Mark has no verified media appearances

## Work History

- 1-2023  
Head of Data & Process Solutions at Marks and Spencer
- 1-2021 - 1-2023  
Supply Chain Transformation Lead at Marks and Spencer
- 5-2019 - 1-2021  
C&H Planning Improvement Lead at Marks and Spencer
- 12-2008 - 2-2009  
Consultant (Voluntary) at Manchester Settlement
- 7-2005 - 7-2012  
Sales assistant at Heart of England Co-Op

## Education

- 2007 - 2011  
BSc (Hons) from The University of Manchester
- 2000 - 2007  
Secondary School and Sixth Form from Southam College

## More Information

Social Presence :



Prographics :

Exp : **10** Location : **Greater London, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Head of Data & Process Solutions at Marks and Spencer**

## Insights For Selling To Mark

### 👉 During A Call Or A Meeting

#### DO's

- Speak from experience about success that the product has seen with other customers
- Refer to interesting customer testimonials and stress on great customer experience
- Compliment them about their personality if you get a chance

#### DONT's

- Don't push them for a direct 'no', take lack of 'yes' as 'no' after some time
- Don't be critical or challenge them openly, they can react defensively
- Don't be too formal with them, they trust informality more

## 👉 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 Mark, [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:** Mark, 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 Mark is

- *Relationships and rapport matter to them, but so does the value of the product.*

Will you ever get a clear answer from Mark

- *They probably won't say no directly.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Mark Move?

- *They are not the ones to make fast decisions, even while they stay committed.*

Can Mark Take Some Risk Or Not?

- *If it seems really necessary, they can take small risks.*

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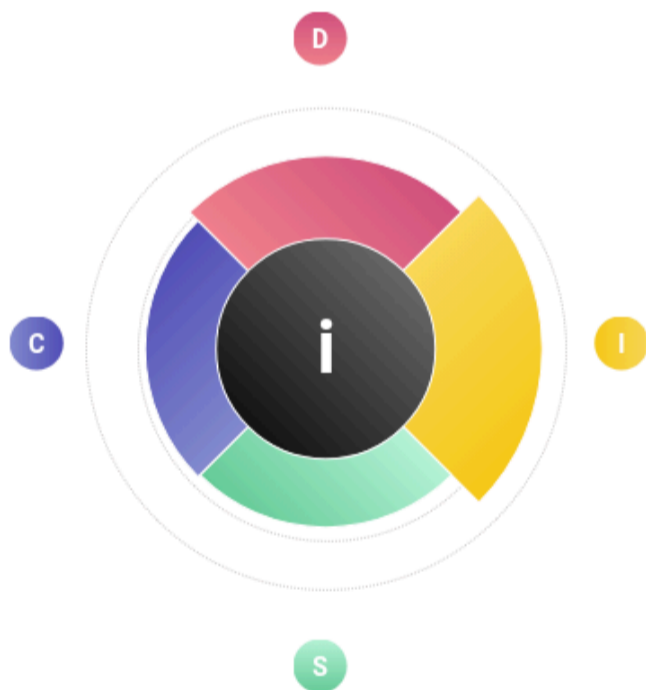
## You And Mark

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Mark's Key Traits



### 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.