



MICHAEL EDWARDS

Organizer
DISC Type : Sd

Retail & Customer Service Support Co-ordinator at Icosa Water Ltd
Pontypridd, Wales, United Kingdom

Overview

Michael Edwards is a customer service professional at Icosa Water Ltd, where he has progressed to Retail & Customer Service Support Co-ordinator. With a background in the water industry, including as an Escalation Specialist at Dŵr Cymru Welsh Water, he is skilled in communication, negotiation, and complaint resolution.

He is a vocal advocate for his companys growth, publicly sharing job openings and encouraging his network to join the team.

👉 Personality Overview

Pleasant **Slow Starter** **Strong-minded**

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. Reading between the lines and seeing beyond your words comes naturally to them.

👉 Topics They Care About

Customer Experience
His career centers on customer service, with specific experience in escalation resolution and complaint investigations at major water utilities.

Company Growth
He actively promotes recruitment for his "ever growing team and company, " indicating a personal investment in its expansion and success.

Career Progression
Frequently shares updates about his new positions and promotions, showing he values professional development and advancement.

Water Utility Sector
His entire recent career, with roles at Icosa Water and Dŵr Cymru Welsh Water, is focused within the UK water industry. [Predicted]

Team Coaching

Previously held a position as a Coach at Dŵr Cymru Welsh Water, suggesting a skill and interest in developing colleagues.



Media Appearances

Michael has no verified media appearances

Work History

- 5-2024
Retail & Customer Service Support Co-ordinator at Icosa Water Ltd
- 6-2023 - 5-2024
Retail & Customer Service Support Administrator at Icosa Water Ltd
- 8-2022 - 5-2023
Client Services Administrator at CB Refrigeration Ltd
- 5-2020 - 7-2022
Escalation Specialist at Dŵr Cymru Welsh Water
- 4-2017 - 7-2022
Coach at Dŵr Cymru Welsh Water

Education

- 2009 - 2010
AS Level from Coleg Glan Hafren
- 2007 - 2009
A Level from Coleg Glan Hafren

More Information

Social Presence :



Prographics :

Exp : **18** Location : **Pontypridd, Wales, United Kingdom** Job Level : **Junior**

Designation : **Retail & Customer Service Support Co-ordinator at Icosa Water Ltd**

Insights For Selling To Michael

During A Call Or A Meeting

DO's

- Focus on the results that your product produces, expect some strategic questions in return
- Stick to your standard pitch and qualifying script, don't try to wing it
- Ask them at the end if they see a strong value prop in your product; expect an honest answer

DONT's

- Don't shy away from asking hard questions, but be extra polite
- Avoid putting conscious effort into relationship-building
- Don't focus too much on mutual contacts or bother about other stakeholders, focus on them

👉 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 Michael, 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: Michael, 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 Michael 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 Michael

- *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 Michael Move?

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

Can Michael Take Some Risk Or Not?

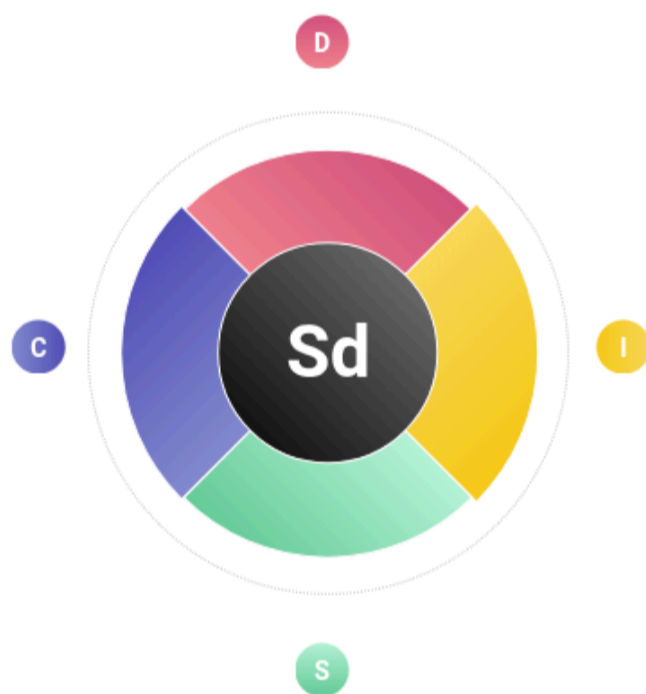
- *They have good risk tolerance but are likely to think it through once or twice.*

You And Michael

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Michael'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.