



MICHELLE HARDY

Wildcard
DISC Type : isc

Head of Store Design - Customer, Brand Design at Tesco
London, England, United Kingdom

Overview

Michelle has no verified overview

👉 Personality Overview

Requires Proof **Curious But Skeptical** **ROI Driven**

They are unlikely to ever become strong champions even when the conversations are going well; you should focus on cultivating other champions
They are often friendly and nice, but can sometimes surprise you with their piercing questions They typically tend to be late adopters even when they seem friendly and excited about what you have to sell

👉 Topics They Care About

Michelle has no verified topics they care about

Media Appearances

Michelle has no verified media appearances

Work History

- 2-2024
Head of Store Design - Customer, Brand Design at Tesco
- 9-2021 - 12-2023
Spatial Creative Director at Honest. By Principle
- 3-2017 - 9-2021
Senior Creative at Honest. By Principle
- 11-2013 - 3-2017
Group Senior Design Manager at Newlook Fashion
- 11-1999 - 3-2017
DESIGN DIRECTOR at Fitch

Education

- 9-1995 - 7-1999
BA (Hons) from Middlesex University

More Information

Social Presence :



Prographics :

Exp : 26 Location : London, England, United Kingdom Job Level : Mid-senior

Designation : Head of Store Design - Customer, Brand Design at Tesco

Insights For Selling To Michelle

👉 During A Call Or A Meeting

DO's

- Share testimonials from known people and give multiple examples of product value
- Be prepared for a lot of questions, answer them objectively
- Focus on immediate action-items rather than the larger goals

DONT's

- Avoid winging it with them particularly, answer a question only if you know the answer well
- Don't overhype the product/pitch, keep it measured
- Don't ask them to move fast, let them take their time and digest all the information

👉 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 Michelle, [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: Michelle, 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, clear

Example: John, let's close this tomorrow?', 'You will get this!' etc.

Salutation: Yes (Something formal)

Example: Use 'Hi', 'Hello' etc. (along with the first name)

Greeting: Yes (Say something usual)

Example: Say something usual and friendly, like 'It's a real pleasure'

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Close on a positive note

Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'

Complimentary Close: Unique, pleasant

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

Tone of Words: Friendly, exciting

Overall Messaging: Focused on social proof

Length of Mail: Medium

Example: Ideally upto 130-150 words

👉 While Negotiating & Closing

The secret to closing fast with Michelle is

- *Clear proof of product value matters to them, followed by others' testimonials and rapport.*

Will you ever get a clear answer from Michelle

- *They are likely to give you a clear answer without taking you around in circles. However, if you share a good relationship, they might not be so forthcoming.*

Insights For Deal Planning

How Fast (Or Slow) Will Michelle Move?

- *They like to perform full analysis and can take time to make any decision.*

Can Michelle Take Some Risk Or Not?

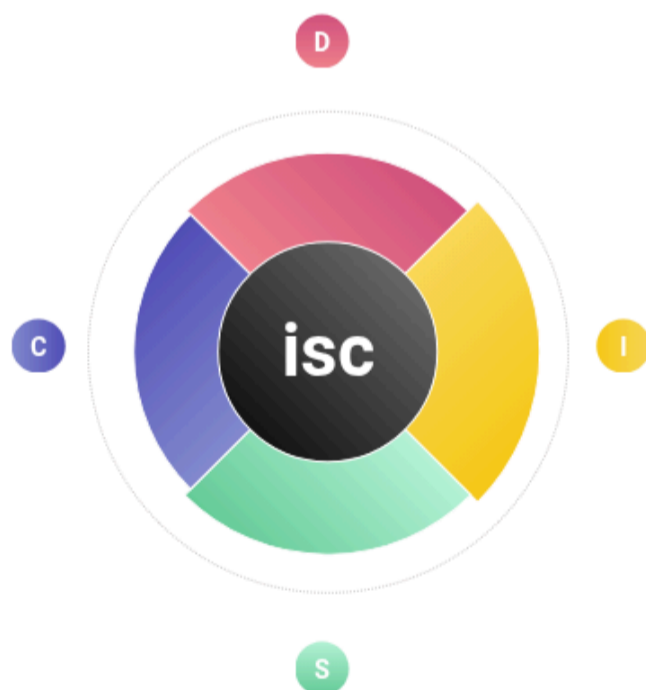
- *They weigh all decisions systematically and are unlikely to take many risks.*

You And Michelle

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Michelle'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.

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.