



MIKE SUMMERSGILL

Inquirer
DISC Type : cd

Assistant to Court at Rochester Bridge Trust
Maidstone, England, United Kingdom

Overview

Mike has no verified overview

Personality Overview

Judgemental **Demanding** **ROI Conscious**

They can be nudged to make faster decisions by offering what they value. They focus on objectivity in a pitch and pay little attention to bells and whistles. They respond well to confident salespeople.

Topics They Care About

Mike has no verified topics they care about

Media Appearances

Mike has no verified media appearances

Work History

- 10-2025
Assistant to Court at Rochester Bridge Trust
- 5-2024
Councillor and Cabinet Member at Maidstone Borough Council
- 2-2021 - 5-2021
Area Support Manager at Office of National Statistics
- 10-2017 - 12-2020
Technical Representative, UK & Ireland at PeroxyChem
- 5-2002 - 12-2022
Managing Partner at SEnSe Associates LLP

Education

- 1982 - 1983
M.Sc from Imperial College London
- 1993 - 1997
MBA from UniKent Business School, Canterbury

More Information

Social Presence :



Prographics :

Exp : 20 Location : Maidstone, England, United Kingdom Job Level : Junior

Designation : Assistant to Court at Rochester Bridge Trust

Insights For Selling To Mike

👉 During A Call Or A Meeting

DO's

- Tell them that you are there to help them create visible impact within their organization
- Make sure that you you respond to any queries from them quickly
- Be crisp while making the pitch

DONT's

- Do not give up if they are not convinced, try again with a different approach
- Avoid repeating yourself or making generalizations
- Don't try to be an alpha salesperson, give them equal space

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Mike, this is [user_fname] at [user_companynamewordstwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: To the point, measured

Example: Will this work?', '6.2% revenue impact' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip usual lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

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

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

Example: Less than 100 words

👉 While Negotiating & Closing

The secret to closing fast with Mike is

- *Belief in the product plays an important role, followed by objective proof and testimonials.*

Will you ever get a clear answer from Mike

- *They may hesitate slightly, but if they are not convinced, they will say no.*

Insights For Deal Planning

How Fast (Or Slow) Will Mike Move?

- *They are neither the fastest decision makers nor the slowest.*

Can Mike Take Some Risk Or Not?

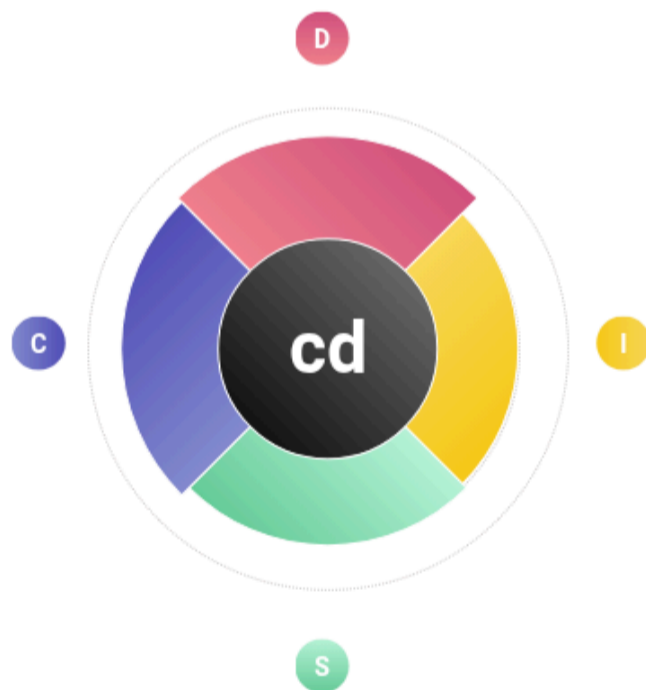
- *They can take risks only after they have analyzed the advantages and disadvantages.*

You And Mike

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Mike's Key Traits



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.

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.