



NACHO PINILLA

Inspirer
DISC Type : id

Group Executive Chef at Arabica Food Limited
United Kingdom

Overview

Nacho has no verified overview

👍 Personality Overview

Charming & Persuasive **Generous** **Achievment Oriented**

They don't mind taking a stand if they believe in something. They respond well to objective pitches but also attach some value to relationships. They measure a product on its merit but can be influenced by strong testimonials.

👍 Topics They Care About

Nacho has no verified topics they care about

Media Appearances

Nacho has no verified media appearances

Work History

- 7-2021
Group Executive Chef at Arabica Food Limited
- 7-2018 - 9-2021
Head chef / Head of Middle Eastern Food at Harrods
- 5-2016 - 5-2018
Senior Sous to Executive Chef at The Barbary
- 6-2012 - 4-2016
Executive Chef at Copita Group
- 1-2012 - 6-2012
Chef De Partie at The Bull & Last

Education

- 2003 - 2004
Graduate certificate in Hospitality Management from University of West London
- 1999 - 2002
Labour Relations and Employment Law from Universidad de Zaragoza

More Information

Social Presence :



Prographics :

Exp : 22 Location : **United Kingdom** Job Level : **N/A** Designation : **Group Executive Chef at Arabica Food Limited**

Insights For Selling To Nacho

👉 During A Call Or A Meeting

DO's

- Clearly address the competitive aspects
- Acknowledge their status and position during the conversation
- Get them to a point where they are ready to bat for your product internally

DONT's

- Don't be very informal even if they are being so themselves
- Don't keep repeating the same information, it could make them impatient
- Avoid focusing only on the product or its ROI, keep building trust subtly

👉 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 Nacho, [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: Nacho, 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: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

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

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

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

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Nacho is

- *Product value plays a big role, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Nacho

- *If they do not firmly believe in you, they will refuse without hesitation.*

Insights For Deal Planning

How Fast (Or Slow) Will Nacho Move?

- *If they develop confidence in your product and you, then they can make fast decisions.*

Can Nacho Take Some Risk Or Not?

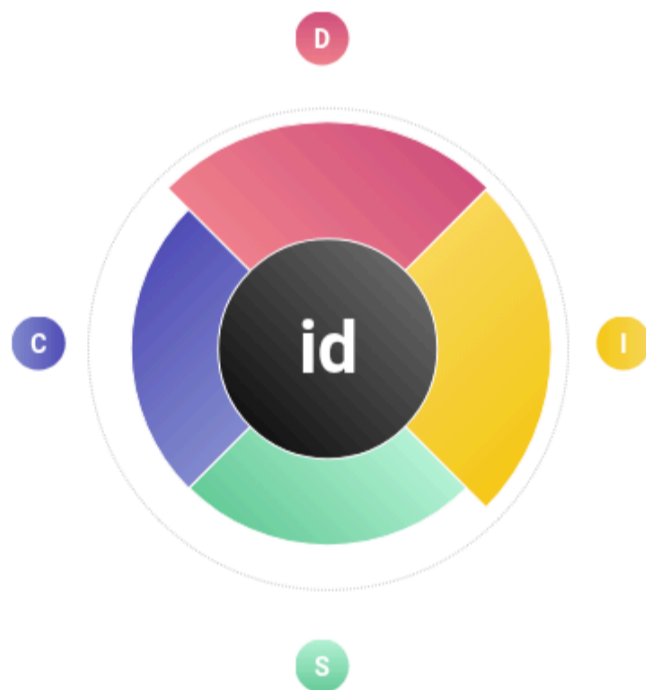
- *If necessary, they have the ability to take risky decisions.*

You And Nacho

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Nacho'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.

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.