



## NEIL NERVA

**Examiner**  
DISC Type : cs

**Chair at Local Government Information Unit (LGIU)**  
London Area, United Kingdom

### Overview

Neil has no verified overview

#### Personality Overview

**Process Oriented**      **Unexpressive**      **Tough To Convince**

Being observant comes to them naturally. They are heavily focused on quality and prefer doing things the right way, even if it takes time. They tend to be clear about their needs and limitations and are unlikely to promise too much.

#### Topics They Care About

Neil has no verified topics they care about

### Media Appearances

Neil has no verified media appearances

### Work History

- 10-2024  
Chair at Local Government Information Unit (LGIU)
- 1-2023  
Board Member - Local Authority Partner at North West London Integrated Care Board - NHS
- 5-2022  
Cabinet lead at Brent Council - Public Health and Adult Social Care at Brent Council
- 9-2020 - 5-2022  
Lead Member for Public Health, Culture & Leisure at Brent Council
- 7-2018 - 10-2024  
Vice Chair at Local Government Information Unit (LGIU)

### Education

- 1991 - 1994  
MA from Brunel University of London
- 1981 - 1983  
CQSW from North East London Polytechnic

## More Information

Social Presence :



Prographics :

Exp : 15 Location : London Area, United Kingdom Job Level : Mid-senior

Designation : Chair at Local Government Information Unit (LGIU)

## Insights For Selling To Neil

### 👉 During A Call Or A Meeting

#### DO's

- Spend time addressing concerns around risk and change, they will have them even if they don't express them
- Ask them which other stakeholders would be important for this purchase decision
- First of all, focus on building their confidence by sharing examples, case studies etc.

#### DONT's

- Avoid getting into storytelling mode, especially when they ask specific questions
- Don't rely on relationship building even if they act pleasantly
- Don't be very accepting if that is your natural style, stay firm

## 👉 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 Neil, 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:** Precise

*Example: Measurable results', '6.2% more sales' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi' (along with the first name)*

**Greeting:** Yes (Say something formal/usual)

*Example: Use standard lines, like 'I hope that you are doing well' etc.*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'*

**Complimentary Close:** Formal

*Example: Something simple like 'Thanks', 'Regards' etc.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on removing doubts

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Neil is

- For them, low risk and acceptance by others are very important, followed by proof of ROI.

Will you ever get a clear answer from Neil

- Often, they don't say no, or keep going about it in circles.

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## Insights For Deal Planning

How Fast (Or Slow) Will Neil Move?

- They do not like to take decisions in a hurry, so they could be slow in making their mind up.

Can Neil Take Some Risk Or Not?

- They are low on risk-appetite and prefer to make informed decisions.

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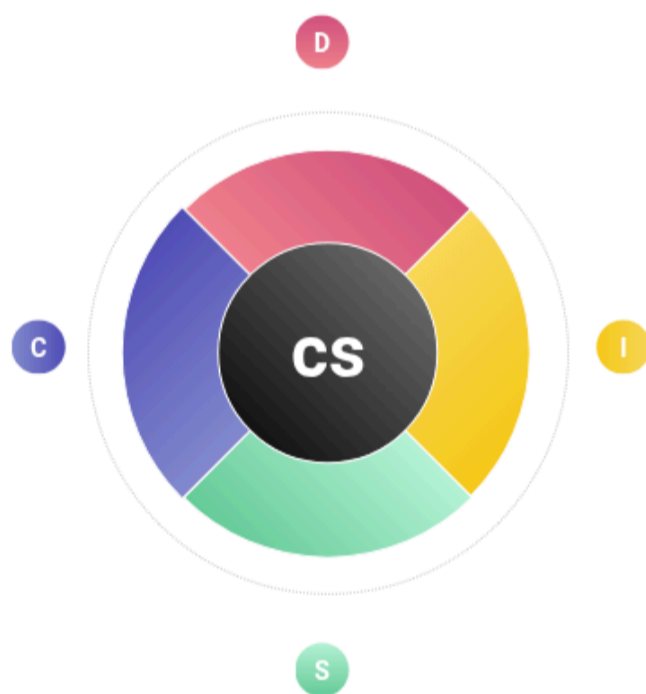
## You And Neil

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Neil'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.

### 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.