



## NICK BROOKE

**Wildcard**  
DISC Type : sci

**Category Technical Manager (Produce, Horticulture, Food to Go and Hospitality) at Waitrose & Partners**  
London, England, United Kingdom

### Overview

Nick has no verified overview

#### Personality Overview

**Curious But Skeptical**

**Friendly But Slow**

**ROI Driven**

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

#### Topics They Care About

Nick has no verified topics they care about

### Media Appearances

Nick has no verified media appearances

### Work History

- 12-2023  
Category Technical Manager (Produce, Horticulture, Food to Go and Hospitality) at Waitrose & Partners
- 11-2022 - 12-2023  
Interim Category Technical Manager (Produce, Horticulture, Hospitality & Food to Go) at Waitrose & Partners
- 5-2022 - 12-2023  
Food Technology Consultant at Ravensbourne Food Consulting
- 5-2017 - 5-2022  
Category Technical Manager at Sainsbury's
- 9-2014 - 5-2017

### Education

- 1998 - 2002  
BSc (Hons) from University of Liverpool
- 1995 - 1997  
'A' Levels from Bexhill College

Technical Manager at Sainsbury's

## More Information

Social Presence :



Prographics :

Exp : **22** Location : **London, England, United Kingdom** Job Level : **Middle**

Designation : **Category Technical Manager (Produce, Horticulture, Food to Go and Hospitality) at Waitrose & Partners**

## Insights For Selling To Nick

### 👉 During A Call Or A Meeting

#### DO's

- Persuade objectively how your product will help them achieve their goals
- Be prepared for a lot of questions, answer them objectively
- Share testimonials from known people and give multiple examples of product value

#### DONT's

- 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
- Avoid phrases like 'trust me', 'you will just love it' etc.

## 👉 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 Nick, 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:** Nick, 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:** 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 Nick is

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

Will you ever get a clear answer from Nick

- *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 Nick Move?

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

Can Nick Take Some Risk Or Not?

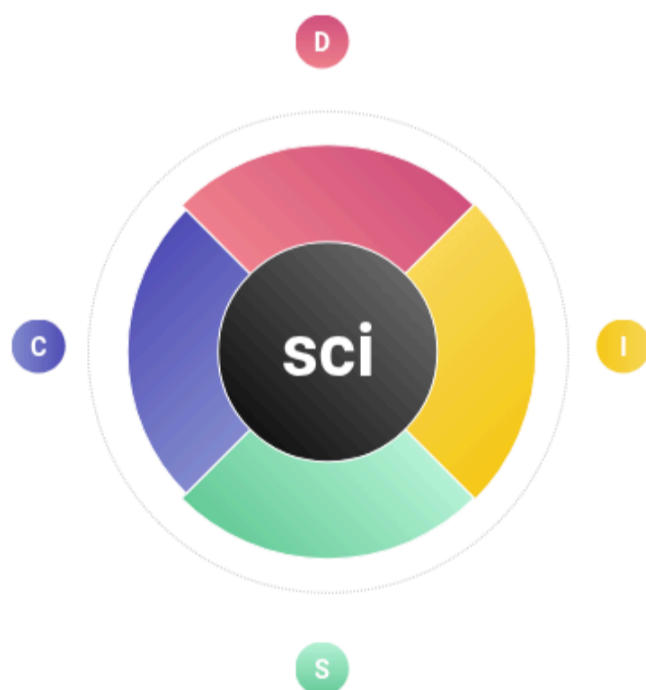
- *They weigh all decisions systematically and are unlikely to take many risks.*

## You And Nick

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Nick'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.

### 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.

### 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.