



## NICK DUCE

**Doer**  
DISC Type : ds

**Head of Channels & Alliances, EMEA at Alation**  
Reading, England, United Kingdom

### Overview

Nick has no verified overview

#### 👉 Personality Overview

Results Focused      Fast-paced      Risk-Accepting

Reading between the lines and seeing beyond your words comes naturally to them. They exhibit a rare combination of being result-oriented but patient at the same time. They might take some time to make their mind up but once they do, they don't change it easily.

#### 👉 Topics They Care About

Nick has no verified topics they care about

### Media Appearances

Nick has no verified media appearances

### Work History

- 11-2024  
Head of Channels & Alliances, EMEA at Alation
- 3-2023 - 12-2024  
Sr Manager, Customer Strategy and Programs at Alation
- 9-2021 - 3-2023  
Sr Customer Success Manager at Alation
- 11-2017 - 9-2021  
Customer Success Manager at Birst
- 5-2015 - 10-2017  
Director, Customer Success at Replicon

### Education

- 1989 - 1994  
Education details unavailable from Ryeish Green

## More Information

Social Presence :



Prographics :

Exp : **12** Location : **Reading, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Head of Channels & Alliances, EMEA at Alation**

## Insights For Selling To Nick

### 👉 During A Call Or A Meeting

#### DO's

- During followups, use phone or text if needed, they should be fine
- Stick to your standard pitch and qualifying script, don't try to wing it
- Focus on the results that your product produces, expect some strategic questions in return

#### DONT's

- Don't shy away from asking hard questions, but be extra polite
- Don't focus too much on mutual contacts or bother about other stakeholders, focus on them
- Avoid putting conscious effort into relationship-building

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Confident style, with a mix of informality and formality gets their attention.

**Pace:** Speak slightly fast. Sound like a 'gets shit done' person.

**Tone:** Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

**Tactics To Win:** Strong words, focus on results, respectful confidence

**Mistakes To Avoid:** Apologizing, nervousness, information overload, social proof

**Making The Ask:** Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

**Subconscious Driver:** Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

### Script

**Greeting:** Nick, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

**Introduction:** We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

**Ask:** Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

**Close:** [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect\_email] works well?

## 👉 When Writing An Email

**Subject:** To the point, formal

*Example: Personalized sales funnel', 'Sales conversion' etc.*

**Salutation:** No

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

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Formally state your ask

*Example: Something like 'If you are available tomorrow, shall we discuss this?'*

**Complimentary Close:** None or standard

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

**Tone of Words:** Confident with a formal touch

**Overall Messaging:** Focused on output

**Length of Mail:** Short

*Example: Maximum upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Nick is

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Nick

- *They will say no if they are not convinced but you will have to prompt them.*

---

## Insights For Deal Planning

How Fast (Or Slow) Will Nick Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Nick Take Some Risk Or Not?

- *They have good risk tolerance but are likely to think it through once or twice.*

---

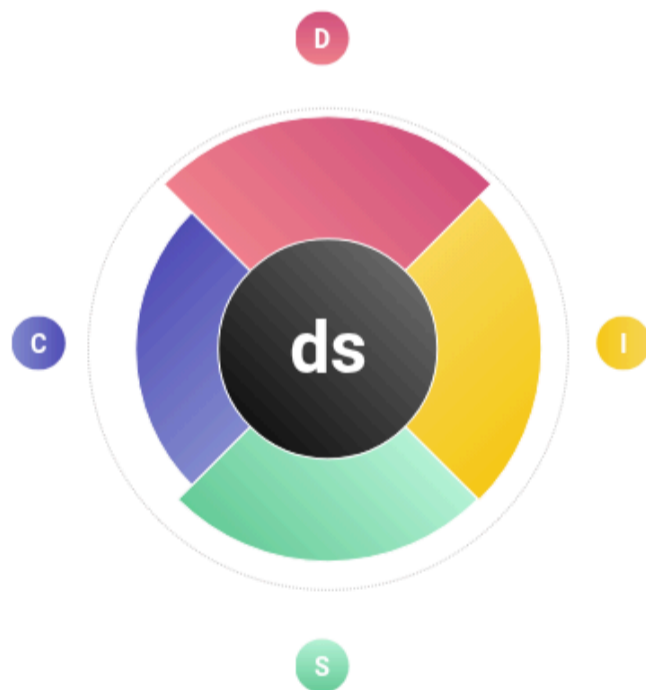
## You And Nick

### Personality Compatibility

Not enough data to show compatibility comparison

---

## DISC Profile : Nick's Key Traits



### **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.

### **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.