



## NICK PETERS

**Initiator**  
DISC Type : Di

**Editor at ManufacturingTV at ManufacturingTV**  
United Kingdom

### Overview

Nick has no verified overview

#### Personality Overview

**Confident**      **Conviction Driven**      **Risk-Accepting**

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

#### Topics They Care About

Nick has no verified topics they care about

### Media Appearances

Nick has no verified media appearances

### Work History

- 7-2020  
Editor at ManufacturingTV at ManufacturingTV
- 11-2016 - 6-2020  
Editorial Director at The Manufacturer magazine
- 9-2015 - 12-2016  
Owner Principal at Nick Peters Media
- 11-2014 - 12-2016  
Presenter - Shop Floor at Share Radio
- 5-2004 - 6-2015  
Owner Publisher/Editor in Chief at Business First Magazine

### Education

- 1965 - 1969  
Education details unavailable from Durham School, Durham.

## More Information

Social Presence :



Prographics :

Exp : **44** Location : **United Kingdom** Job Level : **N/A** Designation : **Editor at ManufacturingTV at ManufacturingTV**

## Insights For Selling To Nick

### 👉 During A Call Or A Meeting

#### DO's

- Clearly address the competitive aspects
- Refer to testimonials from well known people to highlight the value of your product
- 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
- Don't be unorganized, be prepared for the pitch

## 👉 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:** 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 Nick is

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

Will you ever get a clear answer from Nick

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

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## Insights For Deal Planning

How Fast (Or Slow) Will Nick Move?

- *They can take fast decisions if they develop conviction in the product and find you trustworthy.*

Can Nick Take Some Risk Or Not?

- *They have the capability of taking risky decisions if necessary.*

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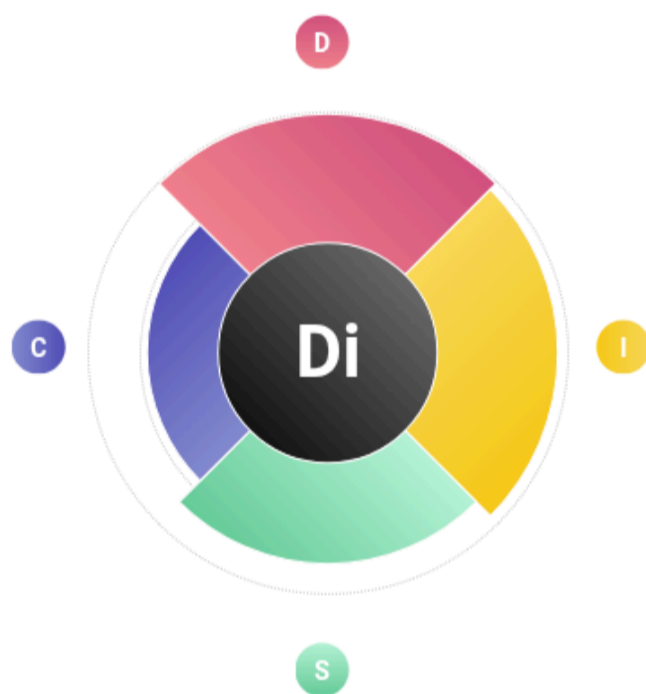
## You And Nick

### Personality Compatibility

Not enough data to show compatibility comparison

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## 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.

### **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.