



NINA WALKER

Inspirer
DISC Type : id

Director of Public Income and Engagement at RNIB
London, England, United Kingdom

Overview

Nina has no verified overview

👉 Personality Overview

Charming & Persuasive **Decisive** **Fast Adopter**

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. They don't mind taking a stand if they believe in something.

👉 Topics They Care About

Nina has no verified topics they care about

Media Appearances

Nina has no verified media appearances

Work History

- 1-2023
Director of Public Income and Engagement at RNIB
- 12-2020 - 1-2023
Associate Director - Mass Engagement at Stroke Association
- 3-2019 - 11-2020
Integrated Engagement Director at Stroke Association
- 4-2018 - 3-2019
Fundraising Strategy and Performance Director at Stroke Association
- 8-2014 - 3-2019
Deputy Director of Fundraising - Development Marketing and Strategy at Stroke Association

Education

- 2004 - 2007
Politics from University of Nottingham

More Information

Social Presence :



Prographics :

Exp : 17 Location : **London, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Director of Public Income and Engagement at RNIB**

Insights For Selling To Nina

👉 During A Call Or A Meeting

DO's

- Clearly address the competitive aspects
- Get them to a point where they are ready to bat for your product internally
- Keep your pitch focused on the impact but insert some anecdotes into it

DONT's

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

👉 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: Nina, 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 Nina is

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

Will you ever get a clear answer from Nina

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

Insights For Deal Planning

How Fast (Or Slow) Will Nina Move?

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

Can Nina Take Some Risk Or Not?

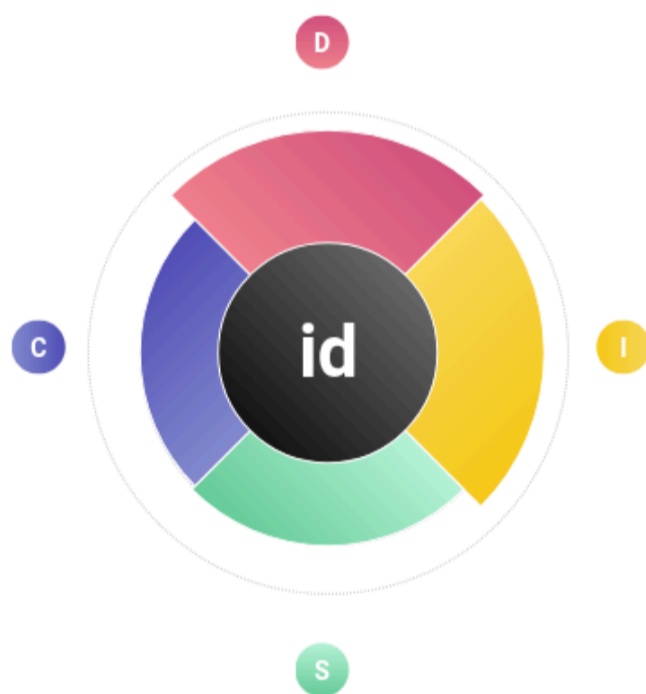
- *If necessary, they have the ability to take risky decisions.*

You And Nina

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Nina'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.