



PAUL ADAMS

Evaluator
DISC Type : csd

SVP GTM Strategy & Operations at Sitecore
London, England, United Kingdom

Overview

Paul has no verified overview

👉 Personality Overview

Quality Focused Thorough Evaluator Hard To Convince

They are not very likely to become strong advocates of your product or service. They focus on the results, but can still be quite procedural and analytical about how to get there. They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical.

👉 Topics They Care About

Paul has no verified topics they care about

Media Appearances

Paul has no verified media appearances

Work History

- 9-2024
SVP GTM Strategy & Operations at Sitecore
- 4-2023 - 9-2024
Head of EMEA Sales at Watershed
- 3-2022 - 4-2023
VP EMEA at Twilio
- 3-2021 - 4-2023
Regional VP - United Kingdom & Ireland at Twilio
- 3-2019 - 4-2023
Country Manager UK & Ireland at Twilio

Education

- 1992 - 1996
BS Hons from Bournemouth University
- 1981 - 1990
Education details unavailable from Solihull School

More Information

Social Presence :



Prographics :

Exp : 26 Location : London, England, United Kingdom Job Level : Leadership

Designation : SVP GTM Strategy & Operations at Sitecore

Insights For Selling To Paul

👉 During A Call Or A Meeting

DO's

- Showcase your competitive superiority clearly when possible or address it at the minimum
- Keep a professional, business-like approach; especially if you tend to get informal quickly
- Use phrases like 'the ROI of this', 'X% more' etc.

DONT's

- Don't focus on relationship, focus purely on the merit of your product
- Avoid too much small talk, just a few formal pleasantries should be fine
- Don't nudge them to do something by using the logic that others have done the same

👉 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 Paul, 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 Paul is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Paul

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

Insights For Deal Planning

How Fast (Or Slow) Will Paul Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Paul Take Some Risk Or Not?

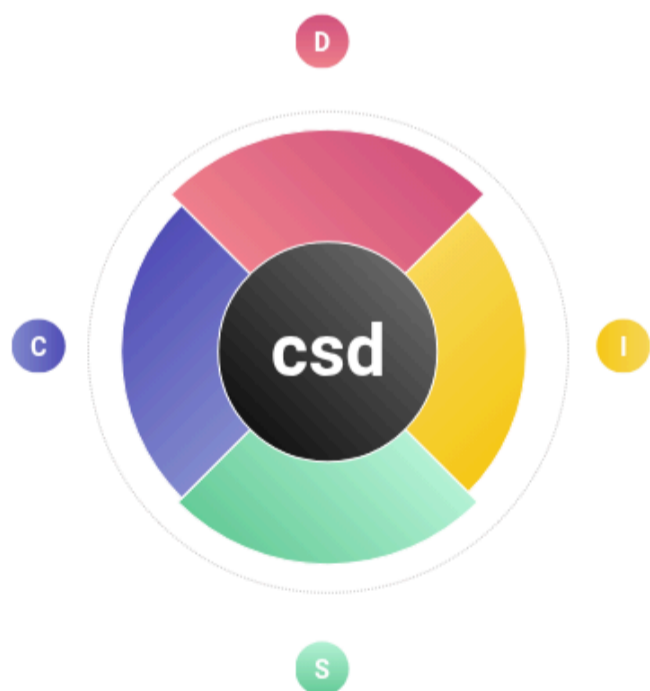
- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

You And Paul

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Paul'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.

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.