



## REEMA SUBHAN

**Inspirer**  
DISC Type : id

**Head of Criminal Law Policy - Non-Violent Offences at Ministry of Justice UK**  
Greater London, England, United Kingdom

### Overview

Reema has no verified overview

#### Personality Overview

**Charming & Persuasive**

**Confident & Optimistic**

**Fast Adopter**

They usually prefer to drive the conversation. They don't mind taking a stand if they believe in something. They measure a product on its merit but can be influenced by strong testimonials.

#### Topics They Care About

Reema has no verified topics they care about

### Media Appearances

Reema has no verified media appearances

### Work History

- 2-2021  
Head of Criminal Law Policy - Non-Violent Offences at Ministry of Justice UK
- 8-2017 - 2-2021  
Head of Extradition and Mutual Legal Assistance policy at Home Office
- 2-2017 - 8-2017  
Assistant Director, Head of Implementation, EU Exit Negotiations and Strategy at Department for Business, Energy and Industrial Strategy (BEIS)
- 1-2016 - 2-2017  
Policy Manager, Public Law Family Justice at Ministry of Justice UK
- 7-2014 - 1-2016

### Education

- 2008 - 2010  
Bachelor of Laws (LL.B.) from King's College London
- 2009 - 2010  
Bar Vocational Course from City Law School

## More Information

### Social Presence :



### Prographics :

Exp : **11** Location : **Greater London, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Head of Criminal Law Policy - Non-Violent Offences at Ministry of Justice UK**

## Insights For Selling To Reema

### 👉 During A Call Or A Meeting

#### DO's

- Keep your pitch focused on the impact but insert some anecdotes into it
- Look like someone who is on top of their game
- Refer to testimonials from well known people to highlight the value of your product

#### DONT's

- Don't be very informal even if they are being so themselves
- Don't be too verbose or overly friendly; a little bit, however, is fine
- Don't be unorganized, be prepared for the pitch

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

**Pace:** Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

**Tone:** Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

**Tactics To Win:** Giving social proof, personal rapport, usage of superlatives, repeating their name.

**Mistakes To Avoid:** Information overload, use of negations

**Making The Ask:** Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

**Subconscious Driver:** They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

### Script

**Greeting:** Hey Reema, [user\_fname] here at [user\_companynamewithfirsttwowords] calling you this morning/evening!

**Opener:** Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

**Introduction:** We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

**Ask:** Reema, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

**Close:** So morning at around [time] next [tuesday], shall we say? And is it [prospect\_email]? Don't want to get that wrong you know!

## 👉 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 Reema is

- *Confidence in the product's value is critical, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Reema

- *They will not hesitate to say no if they do not develop conviction.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Reema Move?

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

Can Reema Take Some Risk Or Not?

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

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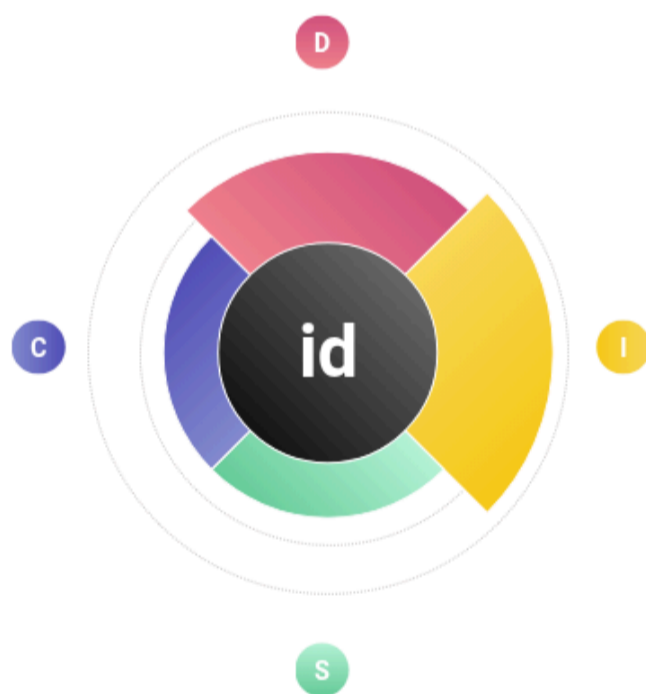
## You And Reema

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Reema'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.