



RICHARD INGLIS

Enthusiast
DISC Type : i

Head of Buying - Dairy at Lidl GB
Greater London, England, United Kingdom

Overview

Richard has no verified overview

👉 Personality Overview

Optimistic

Consensus Focused

Non-Confrontational

They are more about building relationships than just cutting deals. Unlike D or C types, they are convinced more by stories and testimonials. They agree with others often, so exercise caution when relying on their word.

👉 Topics They Care About

Richard has no verified topics they care about

Media Appearances

Richard has no verified media appearances

Work History

- 10-2021
Head of Buying - Dairy at Lidl GB
- 1-2017 - 6-2022
Head Of Buying at Lidl GB
- 3-2016
Senior Buying Manager at Lidl GB
- 7-2012 - 2-2014
International Senior Manager Development Programme at Lidl in Deutschland
- 2-2005 - 6-2012
Advertising Production Manager at Lidl UK GmbH

Education

- 2000 - 2004
BA Bus (Hons) from University of Strathclyde

More Information

Social Presence :



Prographics :

Exp : **19** Location : **Greater London, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Head of Buying - Dairy at Lidl GB**

Insights For Selling To Richard

👉 During A Call Or A Meeting

DO's

- Speak from experience about success that the product has seen with other customers
- Invite them for a lunch or a drink/coffee
- Compliment them about their personality if you get a chance

DONT's

- Don't be too formal with them, they trust informality more
- Avoid overloading them with too much information
- Don't be critical or challenge them openly, they can react defensively

👉 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 Richard, [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: Richard, 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: Personalized, catchy

Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.

Salutation: Yes (Something casual)

Example: Use 'Hi', 'Hey' etc. (along with the first name)

Greeting: Yes (Say something interesting/unusual)

Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Build excitement

Example: Something like 'So John, lets get the ball rolling?'

Complimentary Close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words: Friendly, first-person

Overall Messaging: Focused on the person and relationship

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Richard is

- *Relationships and rapport matter to them, but so does the value of the product.*

Will you ever get a clear answer from Richard

- *They probably won't say no directly.*

Insights For Deal Planning

How Fast (Or Slow) Will Richard Move?

- *They are not the ones to make fast decisions, even while they stay committed.*

Can Richard Take Some Risk Or Not?

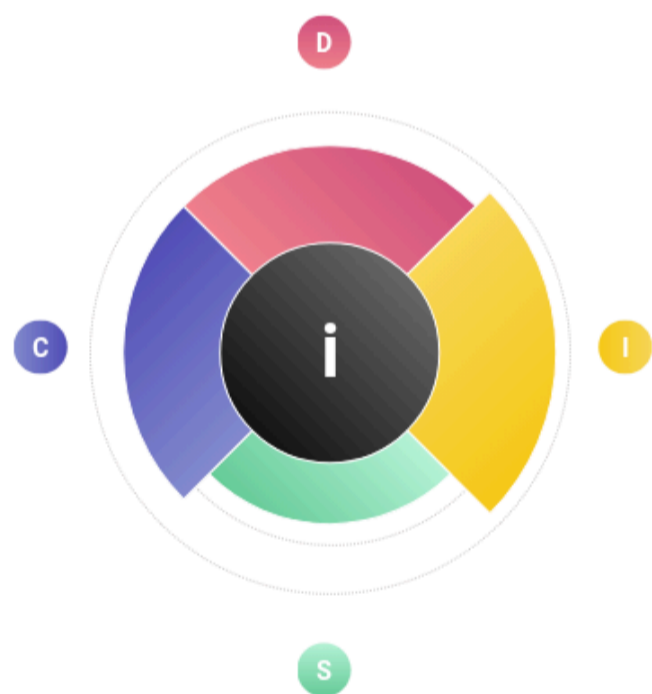
- *If it seems really necessary, they can take small risks.*

You And Richard

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Richard'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.