



ROB JOHNSON

Captain
DISC Type : DS

Managing Director (Specialist Loans & Trade Finance Recruiter) at Johnson & Associates
Greater London, England, United Kingdom

Overview

Rob Johnson is a Managing Director at Johnson & Associates with over two decades of expertise in Syndicated Loans and Trade Finance recruitment for the UK and US markets. Colleagues and candidates describe him as exceptionally knowledgeable, professional, and personable, with a deep understanding of the loan market.

There is no publicly available information about his personal life or interests outside of his professional work in recruitment and finance.

His firm, Johnson & Associates, was named the "Best Trade Finance Recruitment Company" in 2019 by Trade Finance Global.

Personality Overview

Dynamic But Sincere

Planner & Achiever

Long-Term Thinker

They are very professional in their approach and can weigh multiple perspectives together. They might take some time to make their mind up but once they do, they don't change it easily. Reading between the lines and seeing beyond your words comes naturally to them.

Topics They Care About

Compensation Trends

He recently conducted and shared results from polls on salary increases and bonus outcomes within the syndicated loans market, indicating a focus on current pay landscapes.

Salary Transparency

He has posted about the importance of salary transparency in job descriptions, responding to feedback from his network on the frustration caused by its absence.

Loan Market Recruitment

As a specialist recruiter with over 20 years of experience, he is an expert on hiring for Loan Operations, Loan Middle Office, and Agency roles in the UK and USA.

Trade Finance

His firm won awards for trade finance recruitment, and he has consistently specialized in this area throughout his career, indicating deep expertise and interest.

Interview Practices

He engages his network on topics like interview preparation, including running polls on the effectiveness of bringing notes to an interview.

Career Development

[Predicted] Given his role in recruitment and the advisory nature of his work, he likely cares about guiding candidates through their career progression in the finance industry.



Media Appearances

Rob has no verified media appearances

Work History

- 9-2015
Managing Director (Specialist Loans & Trade Finance Recruiter) at Johnson & Associates
- 4-2004 - 9-2015
Director (Specialist Loans & Trade Finance Recruiter) at cer The Specialist Recruitment Group
- 1-2001 - 4-2004
Loan and Treasury Administrator at Mellon Bank
- 9-1997 - 9-2000
Finance Assistant at First Telecom GmbH

Education

Rob has no verified education history

More Information

Social Presence :



Prographics :

Exp : **28** Location : **Greater London, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Managing Director (Specialist Loans & Trade Finance Recruiter) at Johnson & Associates**

Insights For Selling To Rob

👉 During A Call Or A Meeting

DO's

- Suggest clear next steps with confidence, don't be vague or hesitant
- Ask them at the end if they see a strong value prop in your product; expect an honest answer
- Stick to your standard pitch and qualifying script, don't try to wing it

DONT's

- Don't get into pricing discussions early on, steer conversation towards proven results
- Don't go over them unless you are left with no other option
- Avoid putting conscious effort into relationship-building

👉 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: Rob, 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: To the point, formal

Example: Personalized sales funnel', 'Sales conversion' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Formally state your ask

Example: Something like 'If you are available tomorrow, shall we discuss this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident with a formal touch

Overall Messaging: Focused on output

Length of Mail: Short

Example: Maximum upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Rob is

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Rob

- *They will say no if they are not convinced but you will have to prompt them.*

Insights For Deal Planning

How Fast (Or Slow) Will Rob Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Rob Take Some Risk Or Not?

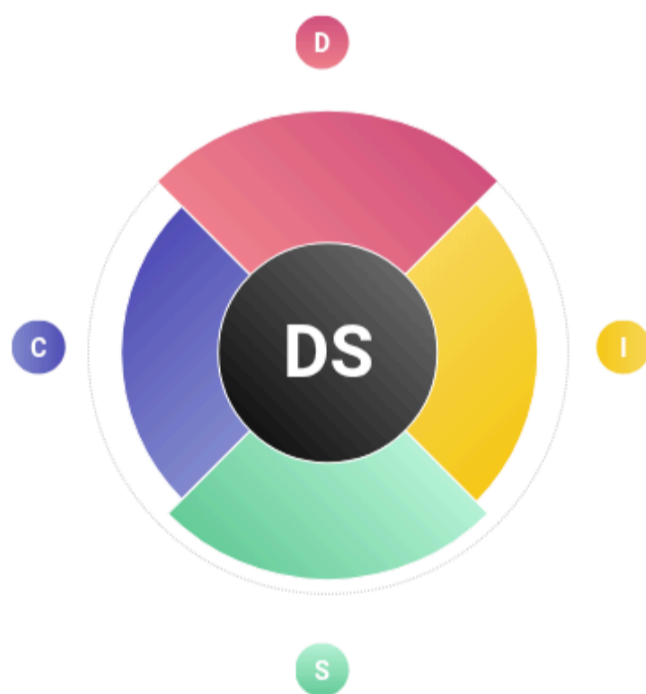
- *They have good risk tolerance but are likely to think it through once or twice.*

You And Rob

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Rob'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.

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.