



ROSALI PRETORIUS

Questioner
DISC Type : c

Liveryman at The Worshipful Company of Drapers
London Area, United Kingdom

Overview

Rosali Pretorius is a partner at Simmons & Simmons, specializing in financial market infrastructure, bank regulation, and emerging asset classes like crypto and carbon credits. An alumna of Kings College London, she has created innovative legal tech products to help clients navigate complex regulations.

Beyond her legal work, Rosali is deeply committed to civic duty, serving as a Town Counsellor for Fordwich, a Liveryman at The Worshipful Company of Drapers, and a school governor. She appreciates London's green spaces, historic buildings, and theatre scene.

Rosali serves as a Town Counsellor in Fordwich, famously known as the smallest town in Britain.

Personality Overview

Not Easily Convinced

Systematic

Price-Sensitive

While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. They prefer to fully evaluate every situation.

Topics They Care About

Digital Assets Regulation

Her practice has a significant focus on emerging asset classes like crypto-assets and carbon credits, and she creates tools to navigate their legal complexities.

Legal Tech Innovation

She has conceived and developed subscription-based legal tech products, such as Trading Venue Reviewer and Carbon Reviewer, to help clients manage regulatory risk.

Financial Market Infrastructure

She has extensive experience advising banks, broker-dealers, fund managers, and energy providers on commodities, derivatives, and market infrastructure.

Civic Engagement

Demonstrates a strong commitment to public service through her roles as a Town Counsellor in Kent and a governor for Sir George Monoux College.

London's Culture

Expresses a strong appreciation for London's unique character, including its green spaces, historic architecture, the kindness of its people, and its vibrant theatre scene.



Media Appearances

Rosali has no verified media appearances

Work History

- 3-2025
Liveryman at The Worshipful Company of Drapers
- 5-2023
Counsellor at Fordwich Town Council
- 5-2021
School Governor at Sir George Monoux College
- 2-2017
Partner at Simmons & Simmons
- 4-2013 - 12-2016
Partner at Dentons

Education

- 1992 - 1993
LLM from King's College London
- 1986 - 1991
BA LLB from University of the Witwatersrand

More Information

Social Presence :



Prographics :

Exp : **12** Location : **London Area, United Kingdom** Job Level : **N/A**

Designation : **Liveryman at The Worshipful Company of Drapers**

Insights For Selling To Rosali

👉 During A Call Or A Meeting

DO's

- Share as much information as possible regarding your product
- If you have a lower priced product compared to the competition, call out the same
- Emphasise more on facts and measurable benefits

DONT's

- Avoid phrases like 'do not worry about', 'no one compares to' etc.
- Avoid rushing them, be polite and patient
- Don't try to be too friendly or informal with them

👉 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 Rosali, 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: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

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

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

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

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Rosali is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Rosali

- *It doesn't come naturally to them but they can say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Rosali Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Rosali Take Some Risk Or Not?

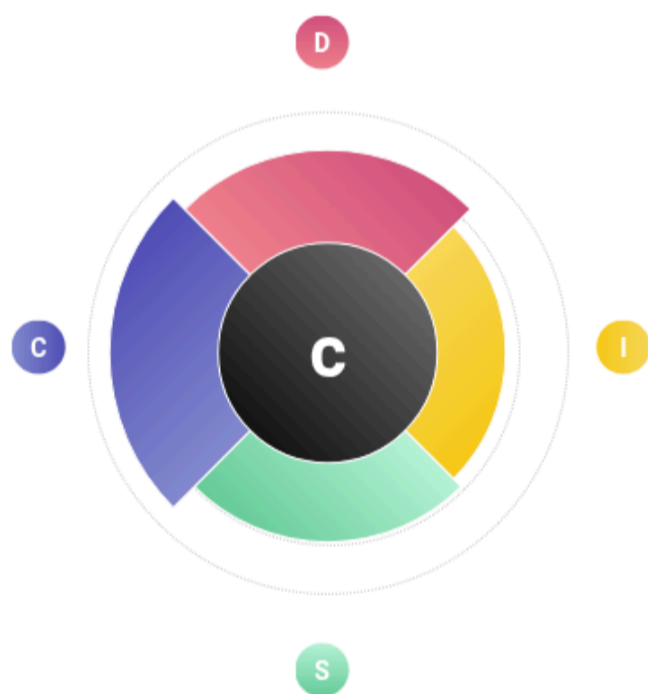
- *If they believe that they have analyzed the situation well, they can take a little risk.*

You And Rosali

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Rosali'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.