



ROSE WILKINSON

Collaborator
DISC Type : is

Trading Manager at Marks and Spencer
London, England, United Kingdom

Overview

Rose has no verified overview

👉 Personality Overview

Example Driven Appreciative Good Listener

Unlike D or C types, they are calm as well as friendly and can give the impression of being more receptive than they actually are. They are more likely to opt for solutions that are proven in the market. Scenarios where both sides can come out as winners appeal to them greatly.

👉 Topics They Care About

Rose has no verified topics they care about

Media Appearances

Rose has no verified media appearances

Work History

- 4-2025
Trading Manager at Marks and Spencer
- 2-2023 - 12-2025
Head of Technology: Technical Innovation/Bakery/Ambient Celebration/Beers Wines and Spirits at Marks and Spencer
- 2-2021 - 3-2023
Head Of Technology- Ambient snacking and Celebration at Marks and Spencer
- 1-2020 - 2-2021
Transformation Program Manager at Marks and Spencer
- 3-2019 - 1-2020
Senior Food Technologist at Marks and Spencer

Education

- 2008 - 2012
Bachelor's degree from University of Leeds

More Information

Social Presence :



Prographics :

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

Designation : **Trading Manager at Marks and Spencer**

Insights For Selling To Rose

👉 During A Call Or A Meeting

DO's

- Take time to make them feel comfortable before getting to the main pitch
- Show them how they look good by making this decision
- If possible, involve their colleagues in the sales process

DONT's

- Don't get into excessive details unless prompted
- Don't give the impression of being unproven or risky
- Don't ask too many questions that sound too dry and objective

👉 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 Rose, [user_fname] here at [user_companynamewordstwowords] 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: Rose, 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, clear

Example: John, let's close this tomorrow?', 'You will get this!' etc.

Salutation: Yes (Something formal)

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

Greeting: Yes (Say something usual)

Example: Say something usual and friendly, like 'It's a real pleasure'

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Close on a positive note

Example: Something like 'I am excited to discuss this tomorrow, does 11 am work well?'

Complimentary Close: Unique, pleasant

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Friendly, exciting

Overall Messaging: Focused on social proof

Length of Mail: Medium

Example: Ideally upto 130-150 words

👉 While Negotiating & Closing

The secret to closing fast with Rose is

- *Relationships can play a major role, followed by low risk and strong market validation.*

Will you ever get a clear answer from Rose

- *They are not very direct, and unlikely to say no to your face.*

Insights For Deal Planning

How Fast (Or Slow) Will Rose Move?

- *They can take their time to make decisions, even if they are constantly involved and friendly.*

Can Rose Take Some Risk Or Not?

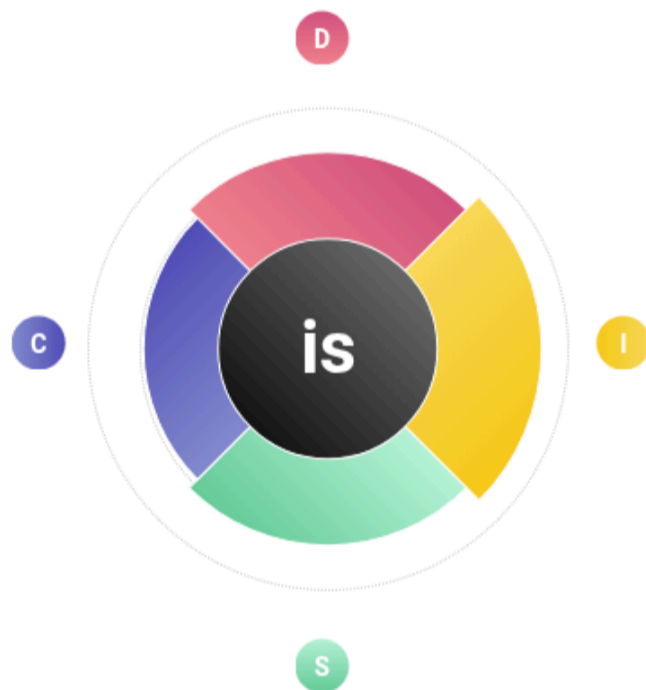
- *It is unlikely that they will take many risks.*

You And Rose

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Rose'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.

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.