



SALLY GRACE

Observer
DISC Type : ic

CEO + CO FOUNDER at HURLANDS PICKLEBALL + PADEL CLUB
Farnham, England, United Kingdom

Overview

Sally Grace is the Director and Co-Founder of Hurlands, the UK's largest indoor pickleball and padel club. With over 25 years of entrepreneurial experience, including running a successful photography business, she now leads partnerships and events for the club. Colleagues praise her creativity and flawless execution in brand building.

Outside of her business ventures, Sally is a passionate and accomplished pickleball player, having won multiple gold medals in national competitions. This personal passion for the sport was the direct inspiration for co-founding Hurlands. She also has a keen interest in interior design, having previously run a home styling business.

Sally is a national gold-medal-winning pickleball champion who turned her passion into building Europe's largest indoor pickleball and padel club.

Personality Overview

Example Seeker **Curious** **Value Driven**

They ask a lot of questions and rely heavily on information and collaterals. They are generally good communicators and can be hard to convince. They can sound friendly and charming but can quickly change gears to become inquisitive and probing.

Topics They Care About

Competitive Pickleball
An accomplished player who has won gold medals in the English Open and other national tournaments, demonstrating a deep personal and professional commitment to the sport.

Entrepreneurial Ventures
After a 25-year career as a photographer and business owner, she co-founded what is now the UK's largest indoor racquet sports club.

Community Sports
Emphasizes making her club welcoming and accessible for schools, families, and community groups, aiming to build a sport culture locally.

Brand Partnerships

As Head of Partnerships and Sponsorship, she leverages over two decades of brand-building experience to grow the club's presence and events.

Interior Design

Has a stated passion for interior design and previously ran her own home styling business, reflecting a strong creative and aesthetic focus.

Photography

Was a successful published photographer with her own business for 25 years, specializing in portraits of children and dogs.



Media Appearances

SALLY has no verified media appearances

Work History

- 7-2025
CEO + CO FOUNDER at HURLANDS PICKLEBALL + PADEL CLUB
- 6-2000 - 9-2025
Owner at SALLY GRACE PHOTOGRAPHY

Education

SALLY has no verified education history

More Information

Social Presence :



Prographics :

Exp : 25 Location : Farnham, England, United Kingdom Job Level : Leadership

Designation : CEO + CO FOUNDER at HURLANDS PICKLEBALL + PADEL CLUB

Insights For Selling To SALLY

👉 During A Call Or A Meeting

DO's

- Ask them questions to understand their needs better while staying affable
- Use phrases like 'clear proof that', 'data shows' etc.
- Invite them for a social do but don't rely solely on the relationship

DONT's

- Don't rely excessively on your relationship with them to win the deal
- Don't brush off any concerns, take all questions seriously
- Don't be too objective but make sure to pad your storytelling with data points

👉 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 SALLY, [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: SALLY, 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 but objective

Example: Making it personalized', 'Changing how to sell' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' (along with the first name)

Greeting: No

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

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Logically summarize, keep high energy

Example: Something like 'If these points make it clear, lets wrap this up at 11am?'

Complimentary Close: Unique or standard

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

Tone of Words: Confident, informational

Overall Messaging: Focused on generating excitement while staying objective

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with SALLY is

- *Proven value, strong testimonials are important for them, rapport can impact decisions a little.*

Will you ever get a clear answer from SALLY

- *They are practical and friendly, don't expect a clear-cut response often.*

Insights For Deal Planning

How Fast (Or Slow) Will SALLY Move?

- *They like to be detailed and take their time to arrive at decisions.*

Can SALLY Take Some Risk Or Not?

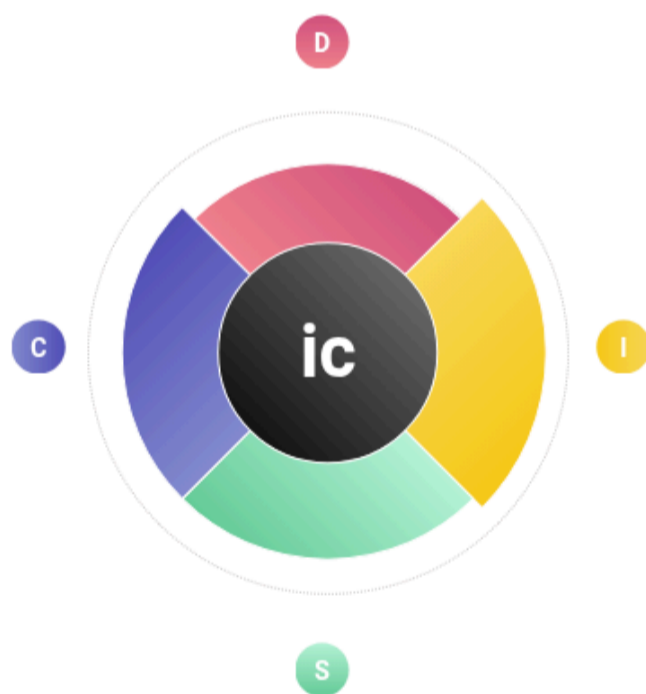
- *They weigh all decisions systematically and are unlikely to take many risks.*

You And SALLY

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : SALLY'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.

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.