



SAM WESTHEAD

Observer
DISC Type : ci

Director of Drinks Procurement at Stonegate Group
London, England, United Kingdom

Overview

Sam has no verified overview

👉 Personality Overview

Curious Assertive Value Driven

They are generally strong communicators and are not easy to convince. They ask a lot of questions and rely heavily on information and collaterals. They can sound friendly and charming but can quickly change gears to become inquisitive and probing.

👉 Topics They Care About

Sam has no verified topics they care about

Media Appearances

Sam has no verified media appearances

Work History

- 1-2025
Director of Drinks Procurement at Stonegate Group
- 11-2023 - 1-2025
Cluster Head - Europe, Middle East and India: WTR at The Hershey Company
- 3-2021 - 11-2023
Head of UK Grocery, Discounters & Country Manager Ireland at The Hershey Company
- 5-2018 - 3-2021
Channel Controller at The Hershey Company
- 9-2016 - 5-2018
Customer Lead - Woolworths at Ferrero

Education

- 2005 - 2008
Business Management from Northumbria University

More Information

Social Presence :



Prographics :

Exp : **16** Location : **London, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Director of Drinks Procurement at Stonegate Group**

Insights For Selling To Sam

👉 During A Call Or A Meeting

DO's

- Be prepared for a lot of questions, answer them objectively
- Focus on immediate action-items rather than the larger goals
- Use phrases like 'clear proof that', 'data shows' etc.

DONT's

- Don't be too objective but make sure to pad your storytelling with data points
- Don't try to rush them into a decision, provide all necessary information first
- Avoid making offhand commitments

👉 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 Sam, 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: 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 Sam is

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

Will you ever get a clear answer from Sam

- *They are practical yet friendly, don't expect a clear no very often.*

Insights For Deal Planning

How Fast (Or Slow) Will Sam Move?

- *They like to analyze well and then make their decisions.*

Can Sam Take Some Risk Or Not?

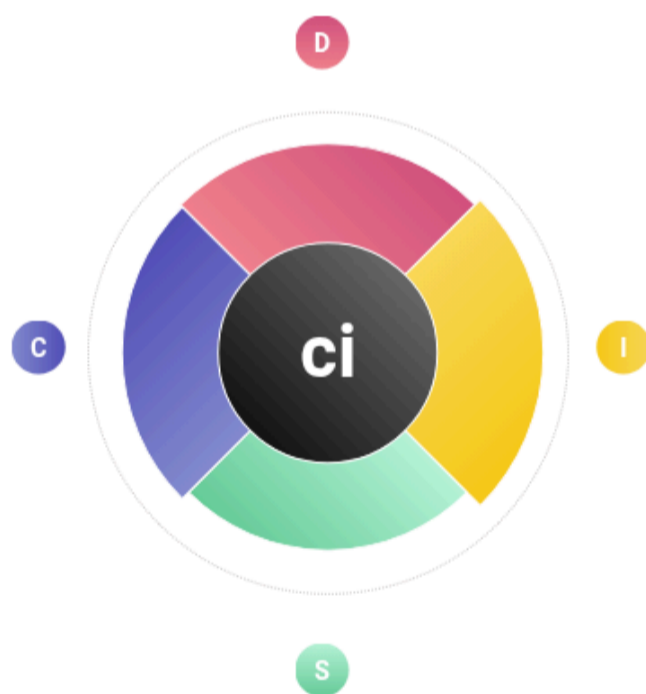
- *They weigh all decisions systematically and are unlikely to take many risks.*

You And Sam

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Sam'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.

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.