



SAMEER AGRAWAL

Commander
DISC Type : D

Chief Revenue Officer (CRO) at Penfold
London, England, United Kingdom

Overview

Sameer is a Chief Revenue Officer specializing in scaling P&Ls for high-growth B2B SaaS and fintech firms. He builds end-to-end go-to-market engines across sales, marketing, and partnerships. His career started at Bain & Company before he earned an MBA from INSEAD.

He co-founded Abode, a residential real estate fintech platform, where he led all commercial activity and raised backing from top-tier VCs.

Personality Overview

Risk-Taker **Impact-Driven** **Candid & Clear**

They are very proud of what they do. More than the product, they care about the effectiveness of the product. They respond better to strong and respectful interactions.

Topics They Care About

- Simplifying Pensions**
His mission at Penfold is to remove complexity from pensions, believing it is the main barrier preventing people from saving enough for a comfortable retirement.
- Fintech Disruption**
His career at Wagestream, Liberis, and Penfold shows a focus on leveraging modern technology to challenge and improve traditional financial services.
- B2B Growth Strategy**
He specializes in building and aligning go-to-market engines, from marketing and sales to partnerships and delivery, to drive profitable growth.
- Impact of Pension Policy**

He publicly comments on regulatory changes, such as the £2k cap on salary sacrifice, that impact businesses and people's ability to save for the long-term.

Founder-led Ventures

As the co-founder and CEO of Abode, he has direct experience leading a fintech startup, including raising venture capital and securing debt facilities.



Media Appearances

Sameer has no verified media appearances

Work History

- 1-2026
Chief Revenue Officer (CRO) at Penfold
- 2-2024 - 6-2024
Director, New Products (Interim) at Liberis
- 2024 - 2025
Vice President, Distribution Market at Klipboard
- 4-2023 - 7-2024
Co-founder and CEO at Abode
- 1-2022 - 4-2023
Head of Enterprise and Partnerships at Wagestream

Education

- Master of Business Administration - MBA from INSEAD
- Bachelor of Arts - BA Hons from University of Oxford

More Information

Social Presence :



Prographics :

Exp : **10** Location : **London, England, United Kingdom** Job Level : **Leadership**

Designation : **Chief Revenue Officer (CRO) at Penfold**

Insights For Selling To Sameer

👉 During A Call Or A Meeting

DO's

- When negotiating terms, help them build an impression that they are the ones calling the shots
- Hold your ground without indulging in one-upmanship
- Get to the point quickly instead of spending time doing small talk

DONT's

- Do not back off when challenged, respond with a confident, objective answer instead
- Avoid being a storyteller and don't try to oversell
- Do not hesitate from asking counter questions, just avoid challenging their authority

👉 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: Sameer, 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

Example: Personalization', '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: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Skip 'Warm regards', 'Best wishes' etc., just write your name

Tone of Words: Confident, challenging

Overall Messaging: Focused on results

Length of Mail: Very Short

Example: Less than 75 words

👉 While Negotiating & Closing

The secret to closing fast with Sameer is

- *Conviction around the impact matters the most to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Sameer

- *If they decide not to use your product, they will say no clearly.*

Insights For Deal Planning

How Fast (Or Slow) Will Sameer Move?

- *They can take decisions very fast if you manage to convince them.*

Can Sameer Take Some Risk Or Not?

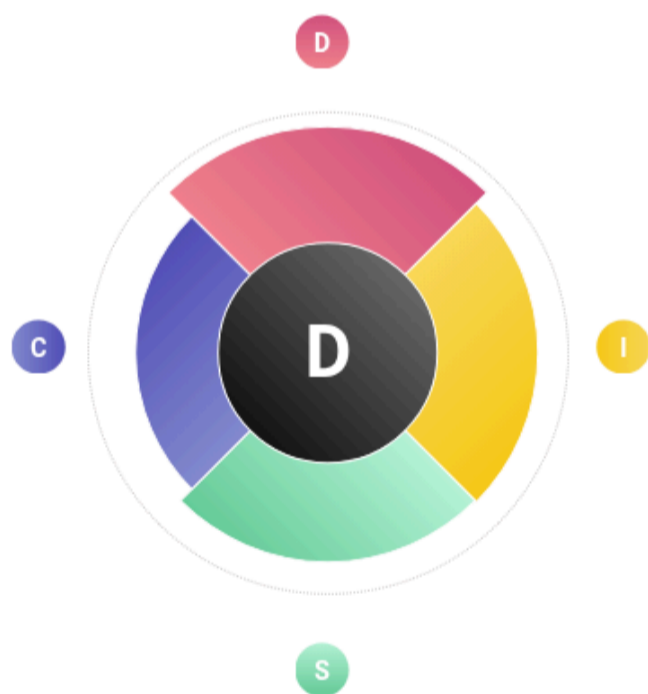
- *The risks don't matter much to them.*

You And Sameer

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Sameer'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.