



SARAH BARTON

Enthusiast

DISC Type : i

Chief Executive Officer at Juniper Education

United Kingdom

Overview

Sarah Barton is the Chief Executive Officer at Juniper Education, having progressed from the role of Chief Operations Officer. Her career is rooted in education, with over a decade of experience as a teacher, Executive Head Teacher, and Deputy Director of Education for a large multi-academy trust.

She is passionate about creating a positive company culture, publicly celebrating the long-term contributions of her colleagues and highlighting the commitment of her team. Sarah also shows a dedication to the community, such as sponsoring sports kits for local primary schools to support children's opportunities.

Her experience as a school leader directly informs her current mission to solve the real-world challenges educators face.

Personality Overview

Consensus Focused

Amiable & Agreeable

Optimistic

They tend to be agreeable by nature, so take their promises with a pinch of salt. Unlike D or C types, they are convinced more by stories and testimonials. They are more about building relationships than just cutting deals.

Topics They Care About

Educational Leadership

Leverages her extensive background as a teacher, Executive Head Teacher, and MAT leader to guide her company's strategy in supporting schools and improving student outcomes.

Integrated EdTech

Advocates for connected data systems that free educators from administrative tasks, allowing them to focus on purposeful action and improving the school experience.

Employee Recognition

She publicly celebrates her team's dedication, from long-serving retiring employees to colleagues who travel significant distances to foster collaboration and a strong company culture.

Supporting Children


Demonstrates a personal commitment to creating opportunities for students, such as sponsoring a local primary school's new sports kits.

Team Collaboration

Emphasizes the importance of bringing different teams, like sales, marketing, and product, together for shared learning to better serve their core purpose for schools.




Media Appearances



Juniper Education Appoints Sarah Barton as CEO ... - Facebook. Featured in Facebook

[See Now](#)


Facebook



How data driven collaboration supports assessment best practice. Featured in Juniper Education (Webinar)

[Read Now](#)


Article



Is your curriculum ready for the next academic year? – Juniper Sonar Webinar. Featured in Juniper Education (Webinar)

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Article



From Paper to Progress: Reducing Primary Assessment Workload. Featured in Juniper Education (Webinar)

[Read Now](#)

Article



The Real Cost of Complex Primary Tracking. Featured in Juniper Education (Resource Hub)

[Read Now](#)

Article

Work History

- 1-2026
Chief Executive Officer at Juniper Education
- 7-2023 - 1-2026
Chief Operations Officer at Juniper Education
- 1-2022 - 7-2023
Operations Director, Effective Education Division at Juniper Education
- 2-2021 - 11-2022
Operations Director at Juniper Education, Primary Division at Juniper Education
- 9-2019 - 1-2021
Deputy Director of Education at REAch2 Academy Trust

Education

Sarah has no verified education history

More Information

Social Presence :



Prographics :

Exp : **12** Location : **United Kingdom** Job Level : **Leadership** Designation : **Chief Executive Officer at Juniper Education**

Insights For Selling To Sarah

👉 During A Call Or A Meeting

DO's

- Speak from experience about success that the product has seen with other customers
- Compliment them about their personality if you get a chance
- Give them the opportunity to lead the conversation where possible

DONT's

- Don't be too formal with them, they trust informality more
- Don't be critical or challenge them openly, they can react defensively
- Don't be excessively objective, be like a storyteller with them

👉 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 Sarah, [user_fname] here at [user_companynamewithfirsttwowords] 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: Sarah, 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, catchy

Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.

Salutation: Yes (Something casual)

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

Greeting: Yes (Say something interesting/unusual)

Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Build excitement

Example: Something like 'So John, lets get the ball rolling?'

Complimentary Close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words: Friendly, first-person

Overall Messaging: Focused on the person and relationship

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Sarah is

- *Relationships and rapport matter to them, but so does the value of the product.*

Will you ever get a clear answer from Sarah

- *They are unlikely to say no directly.*

Insights For Deal Planning

How Fast (Or Slow) Will Sarah Move?

- *They are not very fast decision makers, even while they continue to stay engaged.*

Can Sarah Take Some Risk Or Not?

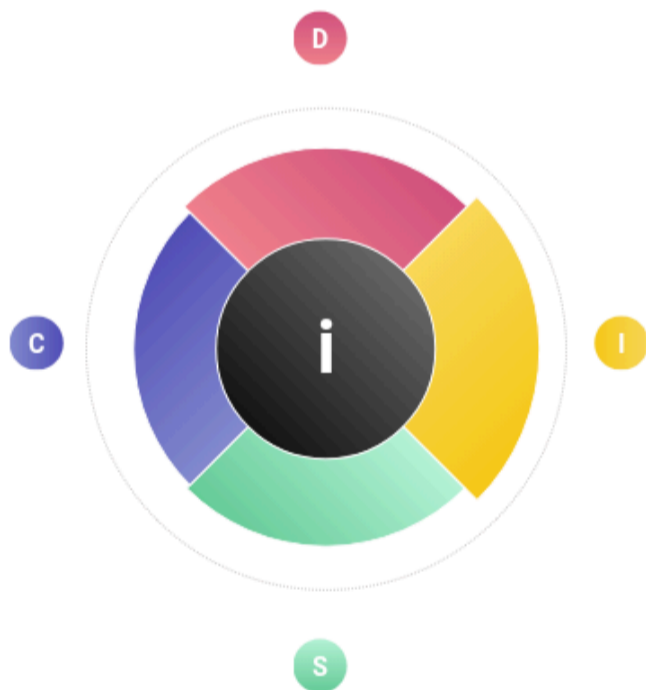
- *If it seems really necessary, they can take small risks.*

You And Sarah

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Sarah'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.