



SARAH CONWAY

Collaborator

DISC Type : si

Category Buying Manager at Tesco
United Kingdom

Overview

Sarah has no verified overview

👉 Personality Overview

Good Listener

Appreciative

Example Driven

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 go for proven solutions. Win-win scenarios can appeal strongly to them.

👉 Topics They Care About

Sarah has no verified topics they care about

Media Appearances

Sarah has no verified media appearances

Work History

- 8-2024
Category Buying Manager at Tesco
- 2-2020 - 8-2024
Head of Procurement Strategy & Delivery at Tesco
- 1-2019 - 2-2020
Director at Genpact
- 5-2014 - 1-2019
Senior Manager at E&Y Advisory
- 4-2014
Managing Consultant at Capgemini Consulting

Education

- 1995 - 1998
Education details unavailable from Durham University
- Education details unavailable from MCIPS

More Information

Social Presence :



Prographics :

Exp : **11** Location : **United Kingdom** Job Level : **Middle** Designation : **Category Buying Manager at Tesco**

Insights For Selling To Sarah

👉 During A Call Or A Meeting

DO's

- When asking them questions, sound relatable and informal
- If possible, involve their colleagues in the sales process
- Summarize the key points at the end of the conversation

DONT's

- Don't give the impression of being unproven or risky
- Avoid unnecessary confrontation if it arises incidentally
- Don't get into excessive details unless prompted

👉 When Cold Calling

Insights

Pattern Interrupt: A polite and formal approach, that doesn't sound over-friendly or too aggressive makes it hard for them to say no to you.

Pace: Slow down a little bit, especially if you are fast usually. Sound like a 'calming break from the day' person.

Tone: Keep your tone calm and soothing, as if you are giving a stranger advice on a critical matter.

Tactics To Win: Use of social proof, FOMO, repeating their name

Mistakes To Avoid: Strong words, over-confidence, informal language

Making The Ask: Formally, respectfully request their time. They find it quite hard to say no (Compared to Dominant or Calculative types for eg)

Subconscious Driver: They are change-averse by default. Hence a FOMO laden pitch can jolt them into action.

Script

Greeting: Good morning/evening Sarah, how are you? This is [user_fname] at [user_companynamewithfirsttwowords].

Opener: You are of course busy, would it be ok for me to take 30 seconds of your time to explain why I have called today?

Introduction: My company has built an AI that predicts prospect's personality and behavior so that you can start building trust from the very first second that you meet them.

Ask: Sarah, companies like [abc], [xyz] have found it to be invaluable and adopted it already, it would be ok perhaps to put 15 minutes on your calendar to share why this could be valuable for you.

Close: If you are a morning person, then how does Tues or Wed look at [time]? And your email ID is [prospect_email]?

👉 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 Sarah is

- *Relationship and rapport play a major role, followed by low risk and the presence of proof points.*

Will you ever get a clear answer from Sarah

- *They are diplomatic when the need arises; they hardly ever say a direct no.*

Insights For Deal Planning

How Fast (Or Slow) Will Sarah Move?

- *They can take their time to reach decisions, even while they stay engaged and friendly.*

Can Sarah Take Some Risk Or Not?

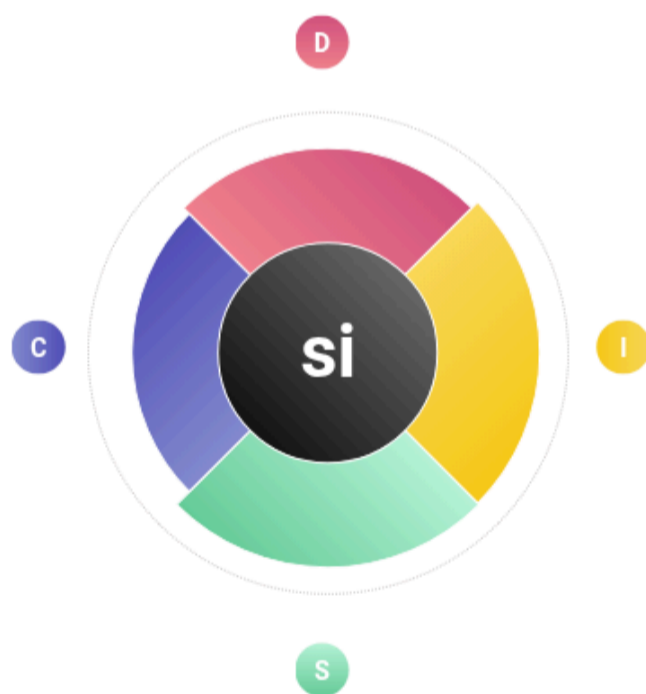
- *They are unlikely to take many risks.*

You And Sarah

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Sarah's Key Traits



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.

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.