



SARAH GARRY

Commander
DISC Type : D

Nations Council (England) Member at CITB
London Area, United Kingdom

Overview

Sarah has no verified overview

👉 Personality Overview

Decisive

Very Quick

Strong-Willed

They like to act fast and expect others to do the same. They are not focused on building rapport and relationships. They like to be in a position where they can control the conversation and terms.

👉 Topics They Care About

Sarah has no verified topics they care about

Media Appearances

Sarah has no verified media appearances

Work History

- 9-2024
Nations Council (England) Member at CITB
- 11-2023
Chief Executive Officer at Property Care Association
- 5-2020 - 11-2023
Executive Officer (Chief Executive) at British Society of Soil Science
- 1-2019 - 5-2020
Project Director at Build UK
- 9-2017 - 5-2020
DfE Construction T Level Panel Member at Department for Education

Education

- 7-2025 - 12-2026
Master of Business Administration - MBA from York St. John University
- 1-2025 - 10-2025
ILM from Actuate Global

More Information

Social Presence :



Prographics :

Exp : **12** Location : **London Area, United Kingdom** Job Level : **Leadership**

Designation : **Nations Council (England) Member at CITB**

Insights For Selling To Sarah

👉 During A Call Or A Meeting

DO's

- Objectively showcase the impact that your product creates
- Speak about competitive differentiation that your product offers
- Help them weigh the risks by sharing objective proof points without becoming too analytical

DONT's

- Do not spend too much time focusing on product tech or features
- Avoid being too verbose
- 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: Sarah, 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 Sarah 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 Sarah

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

Insights For Deal Planning

How Fast (Or Slow) Will Sarah Move?

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

Can Sarah Take Some Risk Or Not?

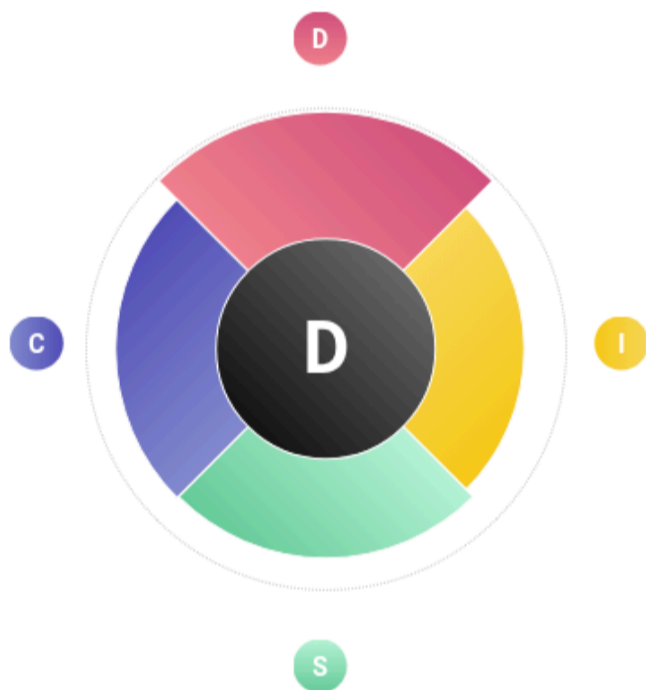
- *The risks don't matter much to them.*

You And Sarah

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Sarah'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.