



# SARAH LEMON

**Critic**  
DISC Type : C

**Director, Strategic Sourcing + Contract Management at TransLink**  
New Westminster, British Columbia, Canada

## Overview

Sarah has no verified overview

### 👤 Personality Overview

Objective Thinker    ROI Driven    Critic

They enjoy working alone and do not rely on others very often. It is very likely that they will negotiate pricing or other important terms. They prefer to do logical analysis and value evidence over emotions.

### 👤 Topics They Care About

Sarah has no verified topics they care about

## Media Appearances

Sarah has no verified media appearances

## Work History

- 12-2022  
Director, Strategic Sourcing + Contract Management at TransLink
- 2-2017 - 12-2022  
Category Manager, Major Projects + Construction at TransLink
- 2013 - 2017  
Senior Procurement Officer at TransLink
- 2012 - 2013  
Acting Senior Buyer at TransLink
- 2006 - 2012  
Procurement Officer at TransLink

## Education

- 2022  
Women Leading the Way from Minerva BC
- 3-2021  
Bachelor of Commerce - BCom from Royal Roads University
- 2016  
Certificate of Public Sector Procurement Program from The Procurement School (formerly NECI)
- 2004  
Certificate of Purchasing from Purchasing Management Association of Canada (PMAC)

## More Information

Social Presence :



Prographics :

Exp : 28 Location : New Westminster, British Columbia, Canada Job Level : Mid-senior

Designation : Director, Strategic Sourcing + Contract Management at TransLink

## Insights For Selling To Sarah

### 👉 During A Call Or A Meeting

#### DO's

- Be ready for penetrating questions and critical examination of your pitch
- Leverage facts and figures wherever possible; use percentages, numbers etc.
- Tell them what ROI they can expect

#### DONT's

- Don't rush them till they have clearly gotten all the necessary information
- Make extra effort to not seem pushy or confrontational
- Avoid pushing them too much to involve other stakeholders unless it is critical

## 👉 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 Sarah, 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:** Objective

*Example: Getting personalization right, '40% increase' etc.*

**Salutation:** Yes ( Something usual)

*Example: Use 'Hi' or only the first name*

**Greeting:** No

*Example: Skip lines like 'I hope you are doing well'*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make sense, shall we speak tomorrow?'*

**Complimentary Close:** None or formal

*Example: Something simple like 'Thanks', or nothing at all.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on allaying doubts and ROI

**Length of Mail:** Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Sarah is

- *Strong evidence of ROI, effective pricing, and proven data points matter the most to them.*

Will you ever get a clear answer from Sarah

- *It is not very hard for them to say no if they are not convinced about the decision.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Sarah Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Sarah Take Some Risk Or Not?

- *They can take risks if their analysis shows that it would be worth it.*

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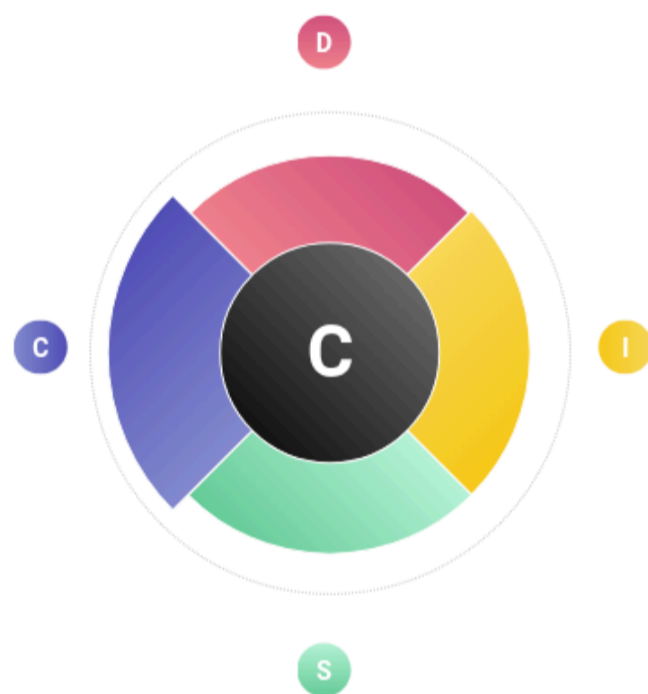
## You And Sarah

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Sarah'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.