



SHAJIB DHAR

Pioneer
DISC Type : dis

General Manager (Large-Format Single Site) at Lidl GB
Luton, England, United Kingdom

Overview

Natalie is a results-driven Retail Operations Manager with over 12 years of experience in high-volume hospitality and grocery settings. A graduate of the University of Hertfordshire, she has a proven track record of leading large teams, managing multi-million pound turnovers, and driving significant sales growth for brands like Lidl and Nandos.

Her career journey showcases a deep-seated passion for the food and hospitality industry, having progressed from a Commis Chef to a multi-site operations leader. She is focused on developing talent and maintaining exceptional brand standards.

She successfully reduced inventory loss at a large-format Lidl store from 2.38% to an industry-leading 1.3%.

Personality Overview

Decisive But Friendly

Dynamic But Sincere

Friendly But Fast

They combine a unique set of diverse traits where they are fast and friendly but can slow down to be thorough when needed. If they are convinced, they can become very strong champions for your product. They have the unique ability to win both love and respect from their team (or outsiders).

Topics They Care About

Operational Excellence

Her roles at Lidl and Whitbread emphasize achieving top compliance ratings, improving stock control, and ensuring high health and safety standards across multiple sites.

Commercial Growth

She managed a £24m annual turnover at Nando's, delivering 10% year-on-year growth, and boosted sales by 8% at Lidl through tactical management.

Team Leadership

She has led teams of over 400 employees and takes pride in developing talent, having promoted five internal General Managers during her time at Nando's.

Customer Experience

A core part of her professional headline, she achieved an impressive 90% Net Promoter Score (NPS) across the nine high-performing restaurants she managed.

Food & Hospitality

[Predicted] Her entire career, from starting as a chef at Bella Italia to managing operations for Nando's and Whitbread, demonstrates a long-term passion for this industry.

Talent Recruitment

Recent social media activity indicates she is actively involved in hiring new talent for her teams.



Media Appearances

Shajib has no verified media appearances

Work History

- 10-2022
General Manager (Large-Format Single Site) at Lidl GB
- 2-2019 - 10-2022
Area Manager at Nando's UK & IRE
- 2-2018 - 2-2019
Multi-Site Operations Manager at Whitbread
- 1-2012 - 2-2018
Career Progression to General manager at Bella Italia

Education

- 9-2016 - 7-2017
Diploma of Education from Anglia Ruskin University
- 9-2010 - 4-2014
Bachelor's degree from University of Hertfordshire

More Information

Social Presence :



Prographics :

Exp : **14** Location : **Luton, England, United Kingdom** Job Level : **Senior**

Designation : **General Manager (Large-Format Single Site) at Lidl GB**

Insights For Selling To Shajib

👉 During A Call Or A Meeting

DO's

- Mostly stick to your standard pitch and qualifying script, but add some stories or anecdotes to it
- Showcase existing customers and use case-studies to grab their attention
- Keep your pitch focused on the impact but nurture the relationship too

DONT's

- Don't lean very heavily into providing too much information, sharing whitepapers etc.
- Don't be very informal during the early interactions even if they are being so themselves
- Don't be too verbose or overly friendly; a little bit, however, is fine

👉 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: Shajib, this is [user_fname] at [user_companynamefirsttwowords].

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: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Shajib is

- *Nothing less than a strong combination of proof of results, relationship and high levels of professionalism is effective with them.*

Will you ever get a clear answer from Shajib

- *They can say no while staying friendly, but can also be persuaded to reconsider*

Insights For Deal Planning

How Fast (Or Slow) Will Shajib Move?

- *They are generally fast movers and can take quick decisions*

Can Shajib Take Some Risk Or Not?

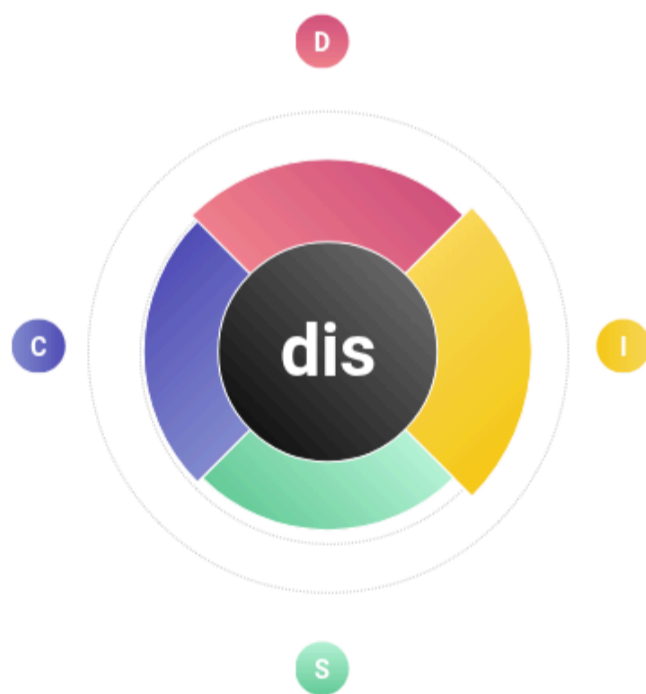
- *They have high risk-appetite but can get ahead of themselves once in a while. Observe carefully*

You And Shajib

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Shajib'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.

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.

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.