



## SIMON DEWAR

**Evaluator**  
DISC Type : scd

**General Manager / Chief Operating Officer at Midvale Country Club**  
Canandaigua, New York, United States

### Overview

Simon has no verified overview

#### Personality Overview

**Thorough Evaluator**

**Quality Focused**

**Fast But Analytical**

They focus on the results, but can still be quite procedural and analytical about how to get there. They are not very likely to become strong advocates of your product or service. They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical.

#### Topics They Care About

Simon has no verified topics they care about

### Media Appearances

Simon has no verified media appearances

### Work History

- 9-2024  
General Manager / Chief Operating Officer at Midvale Country Club
- 6-2024 - 9-2024  
Managing Director / General Manager at The Main Deck - American Restaurant
- 3-2023 - 5-2024  
General Manager at The Red Lion Inn & Canoe Place Inn at Main Street Hospitality
- 7-2022 - 3-2023  
General Manager at The Chatwal Lodge, The Catskills, NY
- 12-2019 - 9-2021

### Education

- 1991 - 1992  
Education details unavailable from Royal Military Academy Sandhurst
- 2009 - 2010  
Culinary Arts from Connecticut Culinary Institute

General Manager at The Lake House on  
Canandaigua

## More Information

### Social Presence :



### Prographics :

Exp : **31** Location : **Canandaigua, New York, United States** Job Level : **Leadership**

Designation : **General Manager / Chief Operating Officer at Midvale Country Club**

## Insights For Selling To Simon

### 👉 During A Call Or A Meeting

#### DO's

- Showcase how you can impact results but also make sure that you share detailed information too
- Use phrases like 'the ROI of this', 'X% more' etc.
- Be prepared for comments or questions that are critical of your product or your claims

#### DONT's

- Avoid making strong statements, instead invite them to agree with you by asking them questions
- Avoid self-deprecating references or general informality, it could decrease their trust in you
- Don't nudge them to do something by using the logic that others have done the same

## 👉 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 Simon, how are you? This is [user\_fname] at [user\_companynamewordstwowords].

**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:** Simon, 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:** Precise

*Example: Measurable results', '6.2% more sales' etc.*

**Salutation:** Yes (Something formal)

*Example: Use 'Hi' (along with the first name)*

**Greeting:** Yes (Say something formal/usual)

*Example: Use standard lines, like 'I hope that you are doing well' etc.*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'*

**Complimentary Close:** Formal

*Example: Something simple like 'Thanks', 'Regards' etc.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on removing doubts

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Simon is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Simon

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

## Insights For Deal Planning

How Fast (Or Slow) Will Simon Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Simon Take Some Risk Or Not?

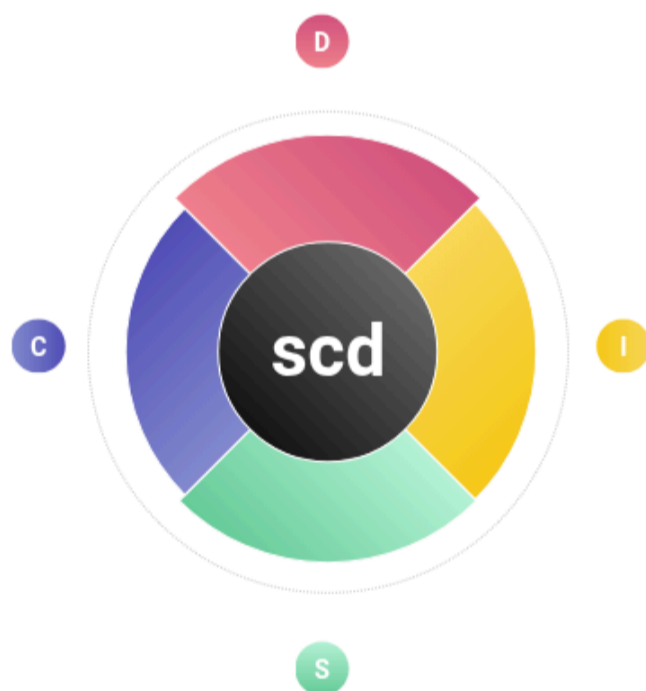
- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

## You And Simon

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Simon'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.

### 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.

### 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.