



STUART ROBSON

Commander
DISC Type : D

Head of IT & Data (UK M&D) at Specsavers
Greater Southampton Area, United Kingdom

Overview

Stuart has no verified overview

👉 Personality Overview

Very Quick Decisive Impact-Driven

They do not care very much about building rapport or relationships. They prefer to move quickly, and expect the same from others. They are less concerned about the product and more about its potential impact.

👉 Topics They Care About

Stuart has no verified topics they care about

Media Appearances

Stuart has no verified media appearances

Work History

- 4-2024
Head of IT & Data (UK M&D) at Specsavers
- 12-2016 - 3-2024
IT Manager at Specsavers
- 9-2014 - 11-2016
Infrastructure Senior Engineer at ICS Cool Energy
- 5-2010 - 9-2014
Senior Systems Engineer at R&M Electrical Group Ltd
- 10-2006 - 5-2010
Outsourced Engineer at Taylor Made Computer Solutions

Education

- 1997 - 1999
BTEC National Diploma in IT - Distinction from Southampton City College
- 1991 - 1997
6 x GCSE's at Grade C or Above from Hounslow Secondary School

More Information

Social Presence :



Prographics :

Exp : 22 Location : **Greater Southampton Area, United Kingdom** Job Level : **Mid-senior**

Designation : **Head of IT & Data (UK M&D) at Specsavers**

Insights For Selling To Stuart

👉 During A Call Or A Meeting

DO's

- Speak about competitive differentiation that your product offers
- Help them weigh the risks by sharing objective proof points without becoming too analytical
- Make sure that you circle back fast on any action items, it wins their trust

DONT's

- Don't try too hard to forge relationships with them
- Avoid being too verbose
- Don't be in a rush to invite them for a social meet and greet

👉 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: Stuart, 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 Stuart 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 Stuart

- *If they are not convinced, they will say no without any hesitation.*

Insights For Deal Planning

How Fast (Or Slow) Will Stuart Move?

- *If convinced, they can reach decisions quite fast.*

Can Stuart Take Some Risk Or Not?

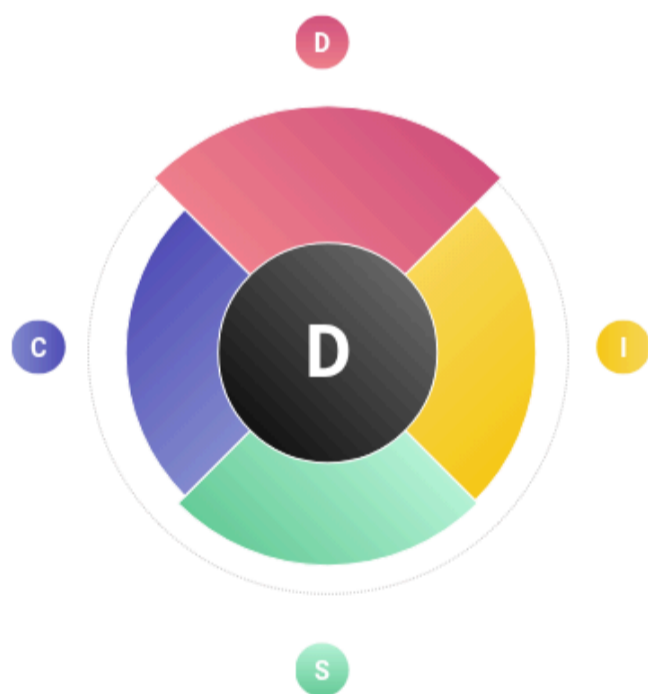
- *They do not shy away from taking risks, but can be quite binary about them.*

You And Stuart

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Stuart'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.