



TABITHA WINTER

Pioneer
DISC Type : DIS

Creative Operations Consultant at Elmwood Brand Consultancy
United Kingdom

Overview

Tabitha has no verified overview

👉 Personality Overview

Decisive But Friendly **Friendly But Fast** **Dynamic But Sincere**

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

👉 Topics They Care About

Tabitha has no verified topics they care about

Media Appearances

Tabitha has no verified media appearances

Work History

- 11-2023
Creative Operations Consultant at Elmwood Brand Consultancy
- 3-2023 - 11-2023
Creative Operations Agency Lead - Consulting at NatWest
- 12-2020 - 12-2022
Director of Creative Services, Managing Director Wave Creative at Entain
- 11-2019 - 12-2020
Global Head of Creative Operations at Entain
- 9-2017 - 11-2019
Operations Director at Engine UK

Education

Tabitha has no verified education history

More Information

Social Presence :



Prographics :

Exp : **9** Location : **United Kingdom** Job Level : **Middle**

Designation : **Creative Operations Consultant at Elmwood Brand Consultancy**

Insights For Selling To Tabitha

👉 During A Call Or A Meeting

DO's

- Keep your pitch focused on the impact but nurture the relationship too
- Showcase existing customers and use case-studies to grab their attention
- Build a trustworthy relationship while keeping the product center-stage

DONT's

- Don't be too verbose or overly friendly; a little bit, however, is fine
- 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

👉 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: Tabitha, 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: 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 Tabitha 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 Tabitha

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

Insights For Deal Planning

How Fast (Or Slow) Will Tabitha Move?

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

Can Tabitha Take Some Risk Or Not?

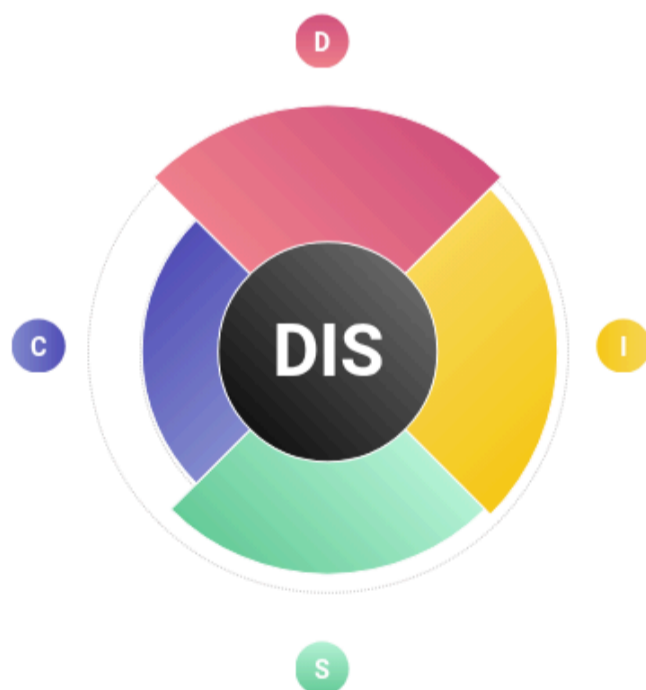
- *They have high risk-appetite but can get ahead of themselves once in a while. Observe carefully*

You And Tabitha

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Tabitha'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.