



# TASH HUNSTON

**Enthusiast**  
DISC Type : i

**Head of Biodiversity at Department for Transport (DfT), United Kingdom**  
London, England, United Kingdom

## Overview

Tash has no verified overview

### 👤 Personality Overview

Story Driven

Non-Confrontational

Amiable & Agreeable

Unlike D or C types, they are convinced more by stories and testimonials. They tend to be agreeable by nature, so take their promises with a pinch of salt. They prefer to build relationships rather than staying totally transactional.

### 👤 Topics They Care About

Tash has no verified topics they care about

## Media Appearances

Tash has no verified media appearances

## Work History

- 7-2025  
Head of Biodiversity at Department for Transport (DfT), United Kingdom
- 1-2024  
Statutory Biodiversity Credits Policy Lead at Department for Environment, Food and Rural Affairs
- 10-2020 - 12-2022  
Local Nature Recovery Strategies at Department for Environment, Food and Rural Affairs
- 5-2020 - 10-2020  
Green Recovery Challenge Fund Comms and Engagement at Department for Environment, Food and Rural Affairs
- 12-2018 - 5-2020

## Education

- 2009 - 2013  
Bachelor of Arts (B.A) (Hons.) from Durham University
- 2012 - 2012  
Education details unavailable from International Language Institute, Cairo

Environment Bill Team at Department for  
Environment, Food and Rural Affairs

## More Information

### Social Presence :



### Prographics :

Exp : **9** Location : **London, England, United Kingdom** Job Level : **Mid-senior**

Designation : **Head of Biodiversity at Department for Transport (DfT), United Kingdom**

## Insights For Selling To Tash

### 👉 During A Call Or A Meeting

#### DO's

- Refer to interesting customer testimonials and stress on great customer experience
- Ask them how their day is going or exchange some other pleasantries
- Speak from experience about success that the product has seen with other customers

#### DONT's

- Don't be too formal with them, they trust informality more
- Don't push them for a direct 'no', take lack of 'yes' as 'no' after some time
- Avoid overloading them with too much information

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

**Pace:** Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

**Tone:** Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

**Tactics To Win:** Giving social proof, personal rapport, usage of superlatives, repeating their name.

**Mistakes To Avoid:** Information overload, use of negations

**Making The Ask:** Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

**Subconscious Driver:** They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

### Script

**Greeting:** Hey Tash, [user\_fname] here at [user\_companynamewithfirsttwowords] calling you this morning/evening!

**Opener:** Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

**Introduction:** We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

**Ask:** Tash, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

**Close:** So morning at around [time] next [tuesday], shall we say? And is it [prospect\_email]? Don't want to get that wrong you know!

## 👉 When Writing An Email

**Subject:** Personalized, catchy

*Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.*

**Salutation:** Yes (Something casual)

*Example: Use 'Hi', 'Hey' etc. (along with the first name)*

**Greeting:** Yes (Say something interesting/unusual)

*Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Build excitement

*Example: Something like 'So John, lets get the ball rolling?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Excited!', 'To a great partnership!' etc.*

**Tone of Words:** Friendly, first-person

**Overall Messaging:** Focused on the person and relationship

**Length of Mail:** Long

*Example: Maximum upto 150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Tash is

- *Relationship and rapport are valuable for them, but so is proven product value.*

Will you ever get a clear answer from Tash

- *They are unlikely to say no directly.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Tash Move?

- *They are not very fast decision makers, even while they continue to stay engaged.*

Can Tash Take Some Risk Or Not?

- *They can take some low-probability risks if needed.*

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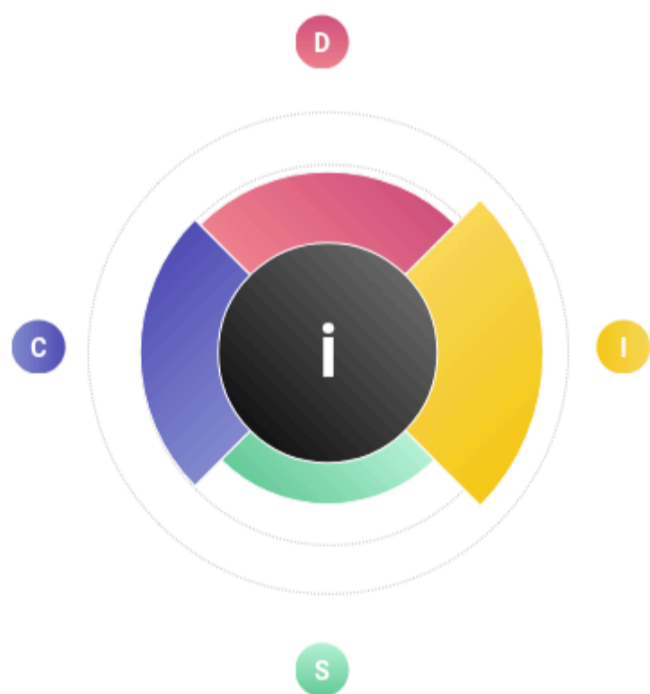
## You And Tash

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Tash's Key Traits



### 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.