



THOMAS MASON

Wildcard
DISC Type : cis

Broadcast Journalist, BBC Politics, Westminster at BBC News
United Kingdom

Overview

Thomas has no verified overview

👉 Personality Overview

Friendly But Slow **ROI Driven** **Requires Proof**

They typically tend to be late adopters even when they seem friendly and excited about what you have to sell. They are often friendly and nice, but can sometimes surprise you with their piercing questions. They are unlikely to ever become strong champions even when the conversations are going well; you should focus on cultivating other champions.

👉 Topics They Care About

Thomas has no verified topics they care about

Media Appearances

Thomas has no verified media appearances

Work History

- 3-2022
Broadcast Journalist, BBC Politics, Westminster at BBC News
- 2-2020 - 1-2022
Podcast Host, Leading Edge at Henley Business School
- 9-2018
Political Reporter, Today in Parliament at BBC News
- 9-2017 - 2-2022
Broadcast Journalist, Radio Newsroom at BBC News
- 12-2014 - 1-2016

Education

- Master of Arts (M.A.) from University of Oxford
- Postgraduate Professional Diploma in Marketing from London Metropolitan University

Reporter, News-Reader & Media Commentator at
Share Radio

More Information

Social Presence :



Prographics :

Exp : **14** Location : **United Kingdom** Job Level : **N/A**

Designation : **Broadcast Journalist, BBC Politics, Westminster at BBC News**

Insights For Selling To Thomas

👉 During A Call Or A Meeting

DO's

- Build rapport, it will come handy to handle hard questions later
- Be prepared for a lot of questions, answer them objectively
- Focus on immediate action-items rather than the larger goals

DONT's

- Avoid phrases like 'trust me', 'you will just love it' etc.
- Avoid winging it with them particularly, answer a question only if you know the answer well
- Don't overhype the product/pitch, keep it measured

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Thomas, this is [user_fname] at [user_companynamewordstwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: Exciting but objective

Example: Making it personalized', 'Changing how to sell' etc.

Salutation: Yes (Something usual)

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

Greeting: No

Example: Skip usual lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Logically summarize, keep high energy

Example: Something like 'If these points make it clear, lets wrap this up at 11am?'

Complimentary Close: Unique or standard

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

Tone of Words: Confident, informational

Overall Messaging: Focused on generating excitement while staying objective

Length of Mail: Medium

Example: Ideally upto 120-130 words

👉 While Negotiating & Closing

The secret to closing fast with Thomas is

- *Clear proof of product value matters to them, followed by others' testimonials and rapport.*

Will you ever get a clear answer from Thomas

- *They are likely to give you a clear answer without taking you around in circles. However, if you share a good relationship, they might not be so forthcoming.*

Insights For Deal Planning

How Fast (Or Slow) Will Thomas Move?

- *They like to perform full analysis and can take time to make any decision.*

Can Thomas Take Some Risk Or Not?

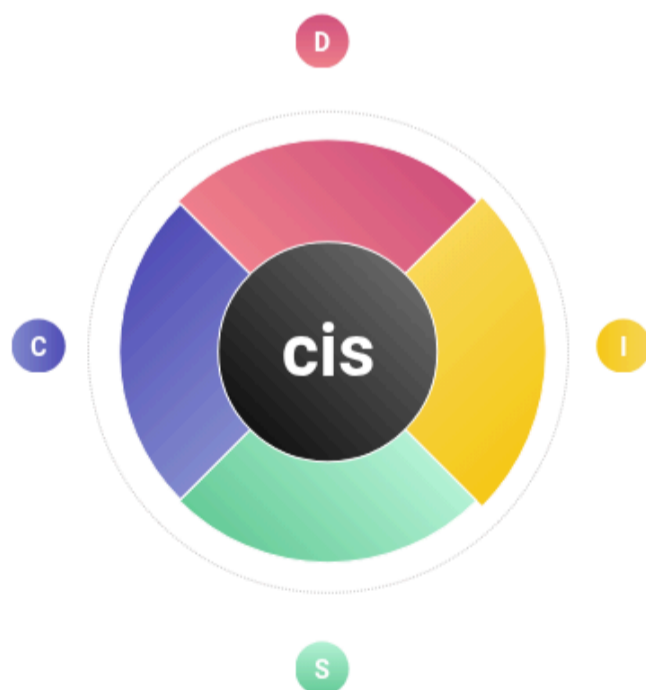
- *They weigh all decisions systematically and are unlikely to take many risks.*

You And Thomas

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Thomas's Key Traits



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.

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.