



TOWHIDUL ALAM SHAKEEL

Energizer
DISC Type : I

Business Event Manager, TV Producer, Brand Strategist, Creative Director, and Publications Editor at Catering Circle Ltd, London; Purple-I Ltd, London
London, England, United Kingdom

Overview

Towhidul has no verified overview

👤 Personality Overview

Imaginative Enthusiastic Relationship Oriented

They are not always early adopters but can be persuaded by leveraging strong relationships. They are friendly, approachable and love to make new connections. They are really good at seeing what the long-term impacts of their decisions could be.

👤 Topics They Care About

Towhidul has no verified topics they care about

Media Appearances

Towhidul has no verified media appearances

Work History

- 9-2015
Business Event Manager, TV Producer, Brand Strategist, Creative Director, and Publications Editor at Catering Circle Ltd, London; Purple-I Ltd, London
- 8-2013 - 8-2015
Strategic Planner & Organisational Change Lead at Channel S Television
- 4-2012 - 7-2013
Fundraising Consultant & Resource Mobilisation Lead at Beani Bazar Cancer Hospital (BBCH)
- 4-2007 - 7-2013
Head of News / Senior News Presenter, Editor & Event Manager at Channel S Television
- 4-2005 - 7-2007

Education

- 9-2008 - 9-2009
Master of Arts - MA from UCL
- 3-1994 - 3-1995
Master of Arts - MA from National University, Dhaka, Bangladesh

Generic News Editor & Senior Presenter at Channel S
Television

More Information

Social Presence :



Prographics :

Exp : **25** Location : **London, England, United Kingdom** Job Level : **Mid-senior**

Designation **Business Event Manager, TV Producer, Brand Strategist, Creative Director, and Publications Editor at Catering**
: **Circle Ltd, London; Purple-I Ltd, London**

Insights For Selling To Towhidul Alam

During A Call Or A Meeting

DO's

- Speak enthusiastically with energy, maintain a clear and confident tone
- Talk about their team and how your product will help them do things better and easier
- Use adjectives like 'amazing', 'coolest', 'unbelievable' etc.

DONT's

- Don't push them to make a decision too fast, let them get comfortable first
- Avoid cutting into their flow
- Don't be excessively objective, be a storyteller

👉 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 Towhidul Alam, [user_fname] here at [user_companynamewordstwowords] 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: Towhidul Alam, 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 Towhidul Alam is

- *Relationship and rapport can play an important role, sometimes more than the other factors.*

Will you ever get a clear answer from Towhidul Alam

- *They will probably never say no directly, you have to make that decision yourself.*

Insights For Deal Planning

How Fast (Or Slow) Will Towhidul Alam Move?

- *They are not the quickest decision makers, their friendly attitude could be misleading.*

Can Towhidul Alam Take Some Risk Or Not?

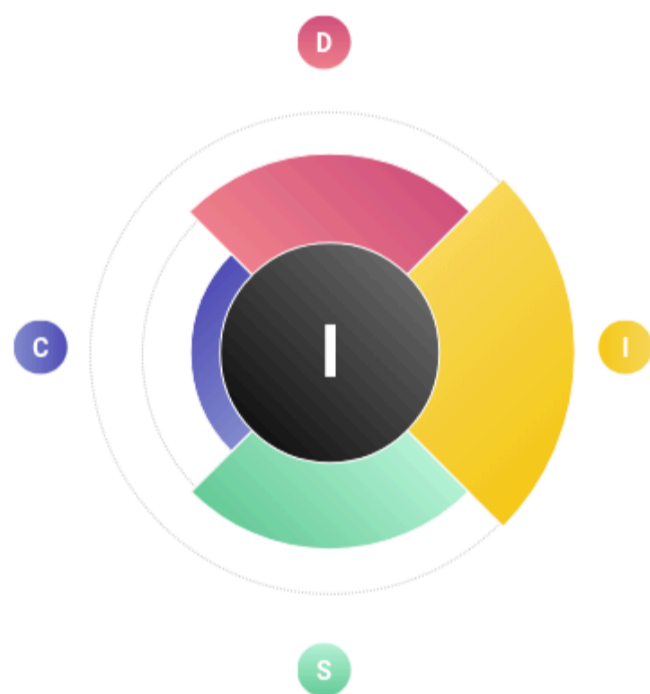
- *They can take certain risks that are unlikely to have personal consequences.*

You And Towhidul Alam

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Towhidul Alam'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.