



WARREN THOMPSON

Initiator
DISC Type : Di

Journalist and co-ordinator at Finance Uncovered
London, England, United Kingdom

Overview

Warren has no verified overview

👤 Personality Overview

Confident Conviction Driven Risk-Accepting

They respond well to objective pitches but also attach some value to relationships. They don't mind taking a stand if they believe in something. They measure a product on its merit but can be influenced by strong testimonials.

👤 Topics They Care About

Warren has no verified topics they care about

Media Appearances

Warren has no verified media appearances

Work History

- 2-2023
Journalist and co-ordinator at Finance Uncovered
- 10-2022 - 2-2023
Freelance journalist and published author at Self-employed
- 8-2021 - 10-2022
Restructuring reporter at Debtwire
- 3-2019 - 2-2021
Published Author at Penguin Random House
- 6-2018 - 7-2021
Financial and investigative journalist Business Day / Financial Mail at Arena Holdings

Education

- 2014 - 2014
Honours Degree from University of the Witwatersrand
- 1998 - 2002
Bachelor Business Administration from University of South Africa/Universiteit van Suid-Afrika

More Information

Social Presence :



Prographics :

Exp : 22 Location : London, England, United Kingdom Job Level : Junior

Designation : Journalist and co-ordinator at Finance Uncovered

Insights For Selling To Warren

👉 During A Call Or A Meeting

DO's

- Refer to testimonials from well known people to highlight the value of your product
- Keep your pitch focused on the impact but insert some anecdotes into it
- Focus on the big picture and the strategic value of your product

DONT's

- Don't be very informal even if they are being so themselves
- Don't keep repeating the same information, it could make them impatient
- Don't be unorganized, be prepared for the pitch

👉 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: Warren, 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 Warren is

- *Confidence in the product's value is critical, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Warren

- *They will not hesitate to say no if they do not develop conviction.*

Insights For Deal Planning

How Fast (Or Slow) Will Warren Move?

- *If they develop confidence in your product and you, then they can make fast decisions.*

Can Warren Take Some Risk Or Not?

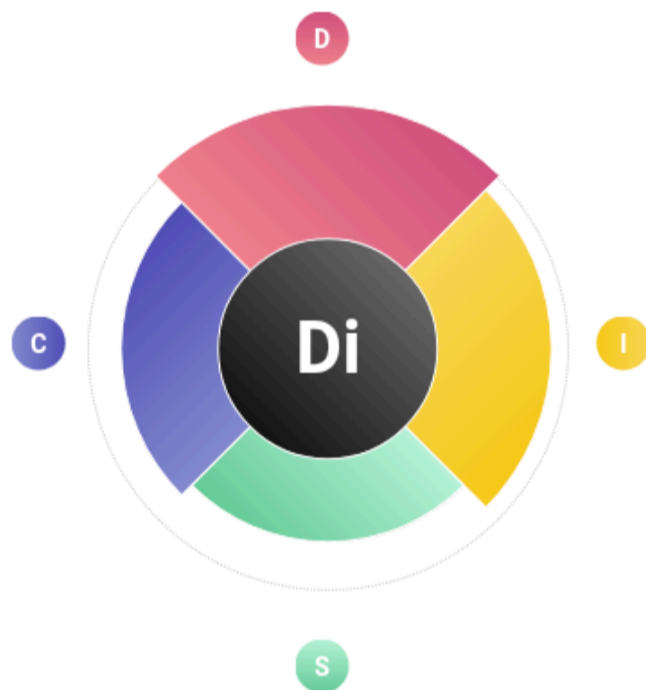
- *If necessary, they have the ability to take risky decisions.*

You And Warren

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Warren'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.