



## ARJUN S

**Evaluator**  
DISC Type : Csd

**User Experience Lead at redBus**  
Bangalore Urban, Karnataka, India

### Overview

Arjun has no verified overview

#### 👉 Personality Overview

Quality Focused      Fast But Analytical      Hard To Convince

They focus on the results, but can still be quite procedural and analytical about how to get there. They have a unique set of diverse traits where they are decisive and methodical but can sometimes be extra cautious and skeptical. They are not very likely to become strong advocates of your product or service.

#### 👉 Topics They Care About

Arjun has no verified topics they care about

### Media Appearances

Arjun has no verified media appearances

### Work History

- 1-2022  
User Experience Lead at redBus
- 5-2020 - 1-2022  
Senior UX at redBus
- 10-2024  
Design coach at topmate.io
- 6-2023  
Mentor at Socialwind
- 4-2019 - 3-2020  
Digital Product Designer at Ola Electric Mobility Pvt. Ltd.

### Education

- 2004 - 2008  
B.E./B.Tech from Mahatma Gandhi University College of Engg
- 2002 - 2004  
M.E.S H.S.S Mannarkkad from Matriculation
- 1995 - 2002  
Science from METEMHS, Mannarkkad

## More Information

Social Presence :



Prographics :

Exp : **14** Location : **Bangalore Urban, Karnataka, India** Job Level : **Mid-senior**

Designation : **User Experience Lead at redBus**

## Insights For Selling To Arjun

### 👉 During A Call Or A Meeting

#### DO's

- Showcase how you can impact results but also make sure that you share detailed information too
- Be prepared for comments or questions that are critical of your product or your claims
- Keep a professional, business-like approach; especially if you tend to get informal quickly

#### DONT's

- Avoid making strong statements, instead invite them to agree with you by asking them questions
- Don't nudge them to do something by using the logic that others have done the same
- Don't focus on relationship, focus purely on the merit of your product

## 👉 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 Arjun, 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:** Precise

*Example: Measurable results', '6.2% more sales' etc.*

**Salutation:** Yes (Something formal)

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

**Greeting:** Yes (Say something formal/usual)

*Example: Use standard lines, like 'I hope that you are doing well' etc.*

**Emojis/GIFs:**

**Bullet Points:** Recommended

**Closing Line:** Logically summarize/ask

*Example: Something like 'If these points make it clear, shall we speak tomorrow at 11am?'*

**Complimentary Close:** Formal

*Example: Something simple like 'Thanks', 'Regards' etc.*

**Tone of Words:** Objective, informational

**Overall Messaging:** Focused on removing doubts

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Arjun is

- *ROI matters the most to them, followed by process and finally proof of results*

Will you ever get a clear answer from Arjun

- *They might hesitate a little, but will go ahead and say no when necessary (or asked)*

## Insights For Deal Planning

How Fast (Or Slow) Will Arjun Move?

- *They are unlikely to move very fast, especially when it comes to new products or services*

Can Arjun Take Some Risk Or Not?

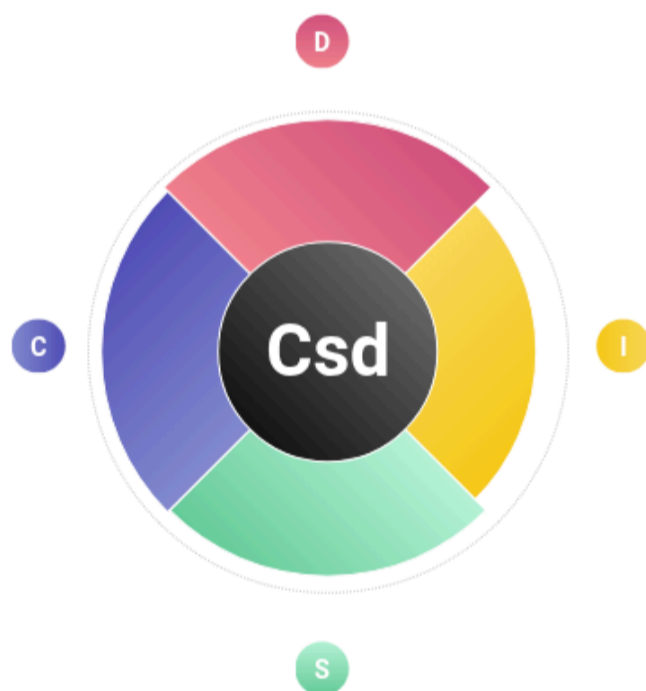
- *They have relatively low risk-appetite and are not very likely to go for something unproven and risky*

## You And Arjun

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Arjun'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.

### **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.

### **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.