



ARUN KUMAR RAMAKRISHNAN

Enthusiast
DISC Type : i

Head HR (BCP) at Caterpillar Inc.
Chennai, Tamil Nadu, India

Overview

Arun Kumar Ramakrishnan is the Head of HR (BCP) at Caterpillar Inc. , with over 16 years of comprehensive experience in human resources. A graduate of Loyola College, he is recognized for his expertise in industrial relations, compensation, and leadership development. Colleagues describe him as an assertive and responsible HR professional.

He demonstrates a strong passion for corporate culture and company legacy, actively celebrating Caterpillars history and fostering an environment where employees take pride in their work. His interests include major automotive and industrial brands like Nissan Motor Corporation.

He has been described by peers as a "Trend setter in industrial relations and union management. "

👉 Personality Overview

Non-Confrontational Optimistic Story Driven

They prefer to build relationships rather than staying totally transactional. They are generally friendly, so be careful when relying on their word. Unlike D or C types, they are convinced more by stories and testimonials.

👉 Topics They Care About

Industrial Relations
Peers have highlighted his role as a trendsetter in union management, suggesting a deep expertise and passion for this specialized area of Human Resources.

Employee Engagement
His social media posts frequently focus on what makes a "Great place to work, " emphasizing trust in leadership, pride in one's work, and open communication.

Company Legacy

He shows a keen interest in corporate history and legacy, having orchestrated an employee-supported video celebrating Caterpillar's 100-year journey.

Talent Development

He believes a great workplace is one where leadership focuses on developing and nurturing talent, a core theme in his professional philosophy.

Diversity & Inclusion

He publicly advocates for fostering diversity and inclusion, viewing it as a foundational element of a positive and successful work environment.

Chennaiyin FC

[Predicted] Based on his education at Loyola College and the University of Madras in Chennai, he may have an affinity for the local soccer club.



Media Appearances

Arun has no verified media appearances

Work History

- 8-2021
Head HR (BCP) at Caterpillar Inc.
- 5-2008 - 8-2021
Deputy General Manager -HR at Samvardhana
Motherson Reydel Companies (SMRC)
- 6-2005 - 5-2008
Officer - Human Resources at Vedanta - MALCO
(also known as Sterlite Industries)

Education

- 2003 - 2005
MSW from Loyola College, Chennai
- 2000 - 2003
B.Com from A M Jain College (University of Madras)

More Information

Social Presence :



Prographics :

Exp : **20** Location : **Chennai, Tamil Nadu, India** Job Level : **N/A** Designation : **Head HR (BCP) at Caterpillar Inc.**

Insights For Selling To Arun Kumar

👉 During A Call Or A Meeting

DO's

- Invite them for a lunch or a drink/coffee
- Compliment them about their personality if you get a chance
- Maintain high, positive energy and convey confidence

DONT's

- Avoid overloading them with too much information
- Don't be critical or challenge them openly, they can react defensively
- Don't be too formal with them, they trust informality more

👉 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 Arun Kumar, [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: Arun Kumar, 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 Arun Kumar is

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

Will you ever get a clear answer from Arun Kumar

- *They will hardly ever say a direct no.*

Insights For Deal Planning

How Fast (Or Slow) Will Arun Kumar Move?

- *Even when they are constantly engaged, they do not reach decisions quickly.*

Can Arun Kumar Take Some Risk Or Not?

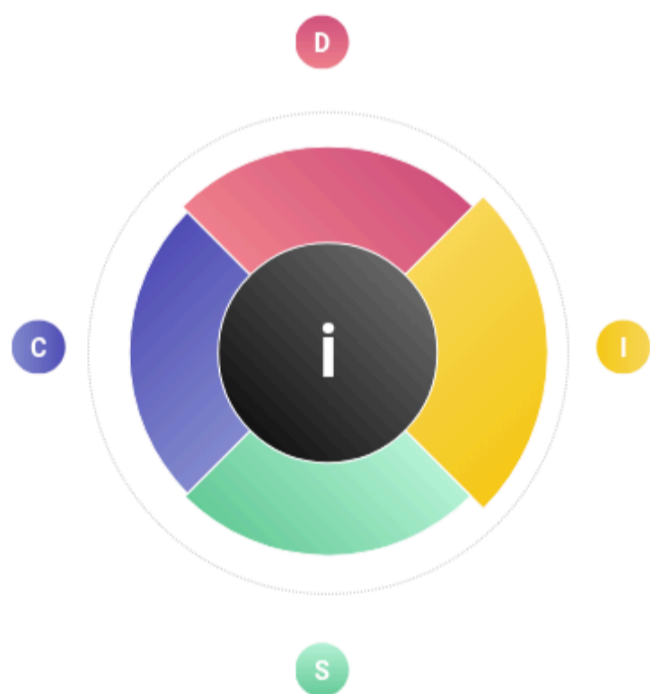
- *They can take some low-probability risks if needed.*

You And Arun Kumar

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Arun Kumar'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.