



ASHISH GOEL

Researcher
DISC Type : Cs

Product Director - Digital, Data & AI at Randstad Digital
Gurgaon, Haryana, India

Overview

Ashish has no verified overview

Personality Overview

Self-Disciplined **ROI Seeker** **Perfectionist**

Being observant comes to them naturally. They are heavily focused on quality and prefer doing things the right way, even if it takes time. They are quite aware of their needs and limitations, so they are unlikely to over-promise.

Topics They Care About

Ashish has no verified topics they care about

Media Appearances

Ashish has no verified media appearances

Work History

- 12-2023
Product Director - Digital, Data & AI at Randstad Digital
- 12-2023
Solutions - Digital, Data & AI at Randstad Digital
- 1-2021 - 12-2023
Director Data Science and Data Visualisation Engineering at TaskUs
- 1-2018 - 1-2021
Senior Manager Analytics at UnitedHealth Group
- 8-2015 - 12-2017
Manager - Information Technology Analytics at UnitedHealth Group

Education

- 2008 - 2010
MBA from ICFAI Business School, Gurgaon
- 2004 - 2008
BTech from Guru Gobind Singh Indraprastha University

More Information

Social Presence :



Prographics :

Exp : **16** Location : **Gurgaon, Haryana, India** Job Level : **Mid-senior**

Designation : **Product Director - Digital, Data & AI at Randstad Digital**

Insights For Selling To Ashish

👉 During A Call Or A Meeting

DO's

- Share a one-off customer success story but keeps the focus on highlighting objective, numerical results
- If they are not asking many questions, nudge them to ask questions rather than just starting to talk yourself
- Actively address their concerns around change, risk, and acceptance by users

DONT's

- Don't ask them to move fast, let them take their time and digest all the information
- Give it some time before you try to build rapport and a relationship, it doesn't come to them naturally
- 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 Ashish, 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 Ashish is

- *Low-risk, adoption by others are very important to them, followed by confidence in ROI.*

Will you ever get a clear answer from Ashish

- *They are unlikely to say no, it's better to stop yourself once you have exhausted all the options.*

Insights For Deal Planning

How Fast (Or Slow) Will Ashish Move?

- *They do not like to rush and therefore can be quite slow in their decision-making.*

Can Ashish Take Some Risk Or Not?

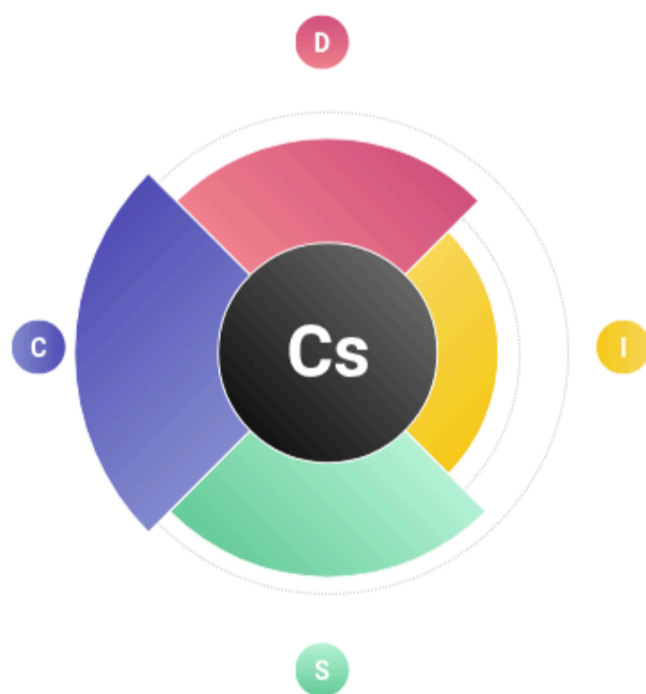
- *They have little risk-appetite and prefer to take measured decisions.*

You And Ashish

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Ashish'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.