



BABURAJ NARAYANAN

Researcher
DISC Type : Cs

Director at KPMG India
Bengaluru, Karnataka, India

Overview

Baburaj has no verified overview

👉 Personality Overview

Process Focused Self-Disciplined Cost Conscious

They do not like taking risks at all and go for proven options in the end. The only way to convince them is by showing them examples and ample proof. Being observant comes to them naturally.

👉 Topics They Care About

Baburaj has no verified topics they care about

Media Appearances

Baburaj has no verified media appearances

Work History

- 2-2017
Director at KPMG India
- 5-2013 - 2-2017
Assistant Manager at EY
- 6-2011 - 5-2013
Consultant - Advisory at KPMG

Education

Baburaj has no verified education history

More Information

Social Presence :



Prographics :

Exp : 14 Location : Bengaluru, Karnataka, India Job Level : Mid-senior Designation : Director at KPMG India

Insights For Selling To Baburaj

👉 During A Call Or A Meeting

DO's

- Preferably use email to follow up with them instead of phone or LinkedIn, engage by asking question or opinions
- Share a one-off customer success story but keeps the focus on highlighting objective, numerical results
- Use phrases like 'results based on data', 'measurable proof', 'X% growth' etc.

DONT's

- Avoid emotional and informal language, stay objective and to the point instead
- Don't ask them to move fast, let them take their time and digest all the information
- Avoid winging it with them particularly, answer a question only if you know the answer well

👉 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 Baburaj, 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 Baburaj is

- For them, low risk and acceptance by others are very important, followed by proof of ROI.

Will you ever get a clear answer from Baburaj

- Often, they don't say no, or keep going about it in circles.

Insights For Deal Planning

How Fast (Or Slow) Will Baburaj Move?

- They do not like to take decisions in a hurry, so they could be slow in making their mind up.

Can Baburaj Take Some Risk Or Not?

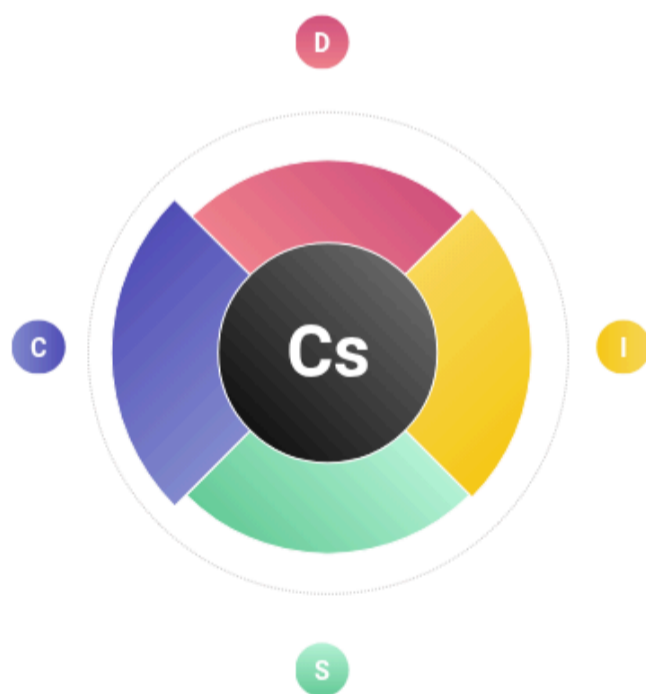
- They are low on risk-appetite and prefer to make informed decisions.

You And Baburaj

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Baburaj'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.