



## CMA. DEEPAK NARAYANAN

Enthusiast  
DISC Type : i

Deputy Vice President at HLL LIFECARE LIMITED  
Thiruvananthapuram Taluk, India

### Overview

CMA. has no verified overview

#### 👉 Personality Overview

Story Driven

Non-Confrontational

Consensus Focused

They are more about building relationships than just cutting deals. Unlike D or C types, they are convinced more by stories and testimonials. They agree with others often, so exercise caution when relying on their word.

#### 👉 Topics They Care About

CMA. has no verified topics they care about

### Media Appearances

CMA. has no verified media appearances

### Work History

- 2-2026  
Deputy Vice President at HLL LIFECARE LIMITED
- 3-2025  
Chief Financial Officer at Goa antibiotics & Pharmaceuticals Ltd
- 11-2024  
Head - Costing and Receivable Management at HLL LIFECARE LIMITED
- 6-2021 - 3-2026  
Deputy General Manager at HLL LIFECARE LIMITED
- 6-2017 - 6-2021  
Senior Manager Finance at HITES HLL Infra Tech Services Ltd

### Education

- 2003 - 2007  
ICWAI from Institute of Cost Accountants of India
- 2000 - 2003  
B Com from University of Kerala

## More Information

Social Presence :



Prographics :

Exp : **15** Location : **Thiruvananthapuram Taluk, India** Job Level : **Senior**

Designation : **Deputy Vice President at HLL LIFECARE LIMITED**

## Insights For Selling To CMA. Deepak

### 👉 During A Call Or A Meeting

#### DO's

- Refer to interesting customer testimonials and stress on great customer experience
- Give them the opportunity to lead the conversation where possible
- Maintain high, positive energy and convey confidence

#### DONT's

- Don't be excessively objective, be like a storyteller with them
- Don't ask too many questions in one go, weave them into the flow
- 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 CMA. Deepak, [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:** CMA. Deepak, 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 CMA. Deepak is

- *Relationships and rapport matter to them, but so does the value of the product.*

Will you ever get a clear answer from CMA. Deepak

- *They probably won't say no directly.*

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## Insights For Deal Planning

How Fast (Or Slow) Will CMA. Deepak Move?

- *They are not the ones to make fast decisions, even while they stay committed.*

Can CMA. Deepak Take Some Risk Or Not?

- *If it seems really necessary, they can take small risks.*

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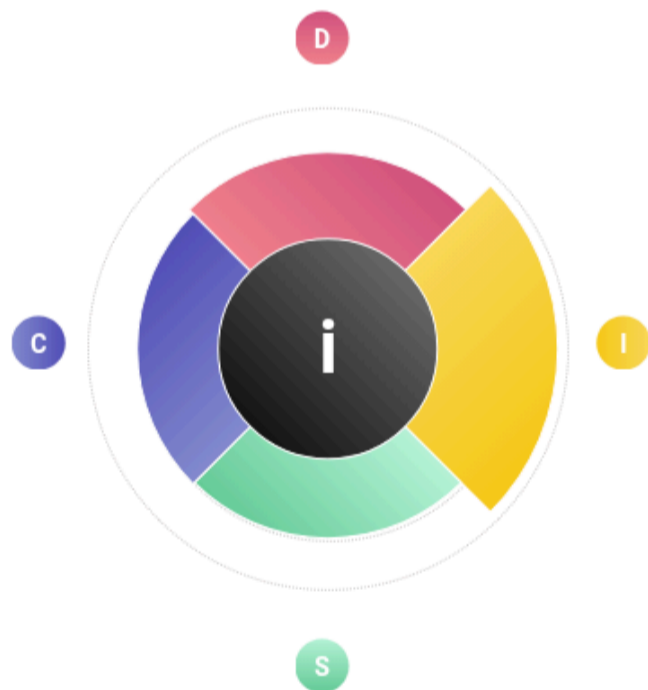
## You And CMA. Deepak

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : CMA. Deepak'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.