



DIPAK VELANI

Critic
DISC Type : C

Store Manager at Sainsbury's
London, England, United Kingdom

Overview

Dipak has no verified overview

👤 Personality Overview

Precise Information Seeker Objective Thinker

They like to take decisions independently and do not seek others' support often. They don't appreciate bells and whistles unless backed by data. They prefer to analyze logically and value objective facts over emotions.

👤 Topics They Care About

Dipak has no verified topics they care about

Media Appearances

Dipak has no verified media appearances

Work History

- 1-2025
Store Manager at Sainsbury's
- 6-2020
Food trading manager at Sainsbury's
- 6-2007 - 6-2020
Customer Service Manager at Sainsbury's
- 3-2001 - 6-2007
Department manager at Wm Morrison Supermarkets Plc

Education

- Education details unavailable from New Vic collage
- Education details unavailable from Stratford GMS

More Information

Social Presence :





Prographics :

Exp : **25** Location : **London, England, United Kingdom** Job Level : **Middle** Designation : **Store Manager at Sainsbury's**

Insights For Selling To Dipak

👉 During A Call Or A Meeting

DO's

- If you can, show them industry reports or analyst comments instead of sharing anecdotal stories
- Keep some extra margin while sharing pricing, they are likely to negotiate later
- Leverage facts and figures wherever possible; use percentages, numbers etc.

DONT's

- Don't give superficial answers, they are easily rattled by them
- Don't try too hard to build a relationship with them
- Avoid phrases like 'trust me', 'others just love' etc.

👉 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 Dipak, 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: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

Example: Something simple like 'Thanks', or nothing at all.

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Dipak is

- *Proof of ROI, low pricing and objective proof points are the important factors for them.*

Will you ever get a clear answer from Dipak

- *They do not mind saying no if they believe that it is the right decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Dipak Move?

- *They are neither the fastest nor the slowest decision makers, they are somewhere in the middle.*

Can Dipak Take Some Risk Or Not?

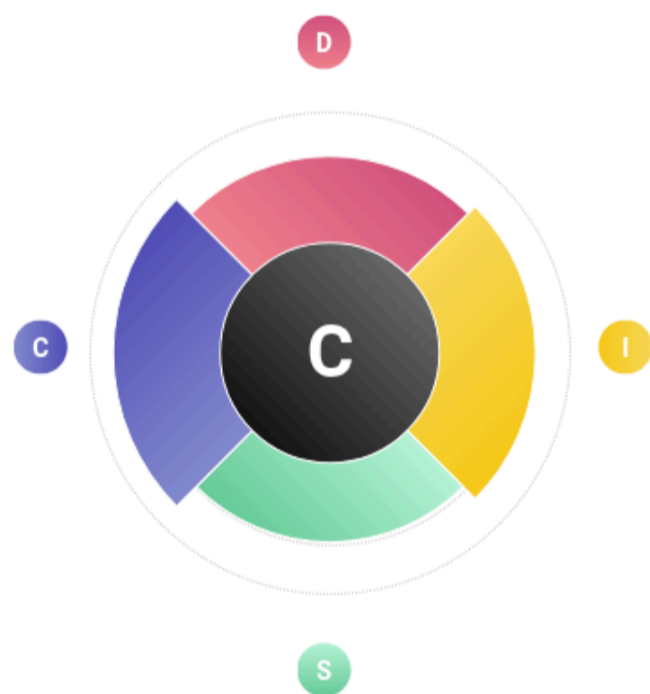
- *They can bear some risk if their analysis backs the decision.*

You And Dipak

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Dipak'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.