



INDRA NAUTH

Commander
DISC Type : D

Deputy Chief Executive at Action for Race Equality
London, England, United Kingdom

Overview

Indra has no verified overview

👉 Personality Overview

Very Quick Candid & Clear Strong-Willed

They do not care very much about building rapport or relationships. They respond better to strong and respectful interactions. They like to stay in control of the negotiation or defining of the terms.

👉 Topics They Care About

Indra has no verified topics they care about

Media Appearances

Indra has no verified media appearances

Work History

- 1-2024
Deputy Chief Executive at Action for Race Equality
- 3-2014 - 1-2024
Programme Director at Action for Race Equality
- 1-2010 - 12-2013
Project Manager at Network for Black Professionals
- 1-2009 - 12-2009
Project Manager at London Borough of Lambeth
- 9-2007 - 11-2008
Business Development Manager at Newham Six Form College

Education

- 1988 - 1992
BEng (Hons) from University of West of England

More Information

Social Presence :



Prographics :

Exp : 22 Location : London, England, United Kingdom Job Level : N/A

Designation : Deputy Chief Executive at Action for Race Equality

Insights For Selling To Indra

👉 During A Call Or A Meeting

DO's

- Make sure that you circle back fast on any action items, it wins their trust
- Use phrases like 'it's your decision', 'strategic impact' etc.
- Objectively showcase the impact that your product creates

DONT's

- Do not back off when challenged, respond with a confident, objective answer instead
- Don't be in a rush to invite them for a social meet and greet
- Do not spend too much time focusing on product tech or features

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Indra, this is [user_fname] at [user_companynamefirsttwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: To the point

Example: Personalization', 'Sales conversion' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

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

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Skip 'Warm regards', 'Best wishes' etc., just write your name

Tone of Words: Confident, challenging

Overall Messaging: Focused on results

Length of Mail: Very Short

Example: Less than 75 words

👉 While Negotiating & Closing

The secret to closing fast with Indra is

- *Conviction around the impact matters the most to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Indra

- *If they decide not to use your product, they will say no clearly.*

Insights For Deal Planning

How Fast (Or Slow) Will Indra Move?

- *If convinced, they can reach decisions quite fast.*

Can Indra Take Some Risk Or Not?

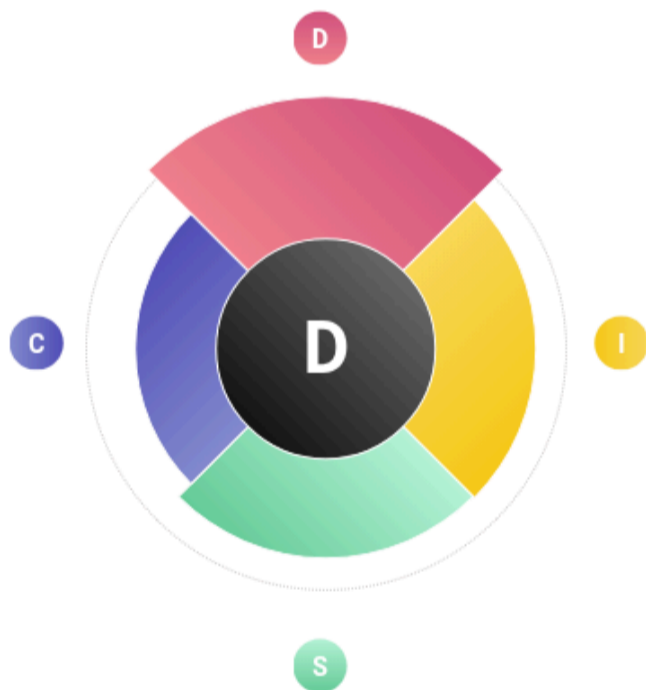
- *They do not shy away from taking risks, but can be quite binary about them.*

You And Indra

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Indra's Key Traits



DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.