



## KRISHNAN SEKAR

Critic

DISC Type : C

Chief Revenue Officer (CRO) at Factors.ai

Bengaluru, Karnataka, India

### Overview

Krishnan Sekar is the Chief Revenue Officer at Factors. ai, bringing over 18 years of leadership experience across B2B SaaS, mobility, and eCommerce. He is an alumnus of the Indian Institute of Management, Calcutta, and focuses on driving revenue generation and sales growth in high-tech environments.

He recently hosted a roundtable for revenue leaders in Bangalore to openly discuss effective pipeline generation strategies, emphasizing learning from direct, shared experiences rather than sales pitches.

Under his leadership, Factors. ai won LinkedIn's GTM Excellence award, which he attributes to building genuine, long-term partnerships instead of temporary marketing campaigns.

### 👉 Personality Overview

Objective Thinker

ROI Driven

Critic

It is very likely that they will negotiate pricing or other important terms. They like to take decisions independently and do not seek others' support often. They prefer to analyze logically and value objective facts over emotions.

### 👉 Topics They Care About

#### B2B Pipeline Growth

He frequently discusses the "Pipeline Review Problem" and organizes roundtables with B2B leaders to share direct experiences on what actually moves the needle.

#### AI for Revenue

He is focused on how AI can be used to actively move the sales pipeline, not just serve as another reporting dashboard or data tool.

#### Effective GTM Partnerships

Believes true partnerships go beyond a simple launch or co-marketing push, a philosophy that contributed to his team winning a LinkedIn GTM Excellence award.

### SaaS User Adoption

He is proud that his company avoids becoming "shelfware," emphasizing the importance of creating software that teams actively use and derive value from.

### Revenue Leadership

Engages with a community of CROs and CMOs to discuss common challenges and openly share insights on what's working in the current market.

### Bangalore Tech Scene

[Predicted] His organization of local professional roundtables in Bangalore suggests an active interest and involvement in the city's B2B technology ecosystem.



## Media Appearances

Krishnan has no verified media appearances

## Work History

- 10-2025  
Chief Revenue Officer (CRO) at Factors.ai
- 4-2024 - 10-2025  
Head of Sales at Factors.ai
- 3-2022 - 6-2023  
COO at ElectricPe
- 2-2021 - 3-2022  
COO at Connect India E-Commerce Services
- 12-2019 - 1-2021  
Head - Marketplace at BlackBuck (Zinka Logistics Solutions Pvt. Ltd.)

## Education

- 2007 - 2009  
MBA from Indian Institute of Management, Calcutta
- 2000 - 2004  
BE from Savitribai Phule Pune University

## More Information

### Social Presence :



### Prographics :

Exp : **17** Location : **Bengaluru, Karnataka, India** Job Level : **Leadership**

Designation : **Chief Revenue Officer (CRO) at Factors.ai**

# Insights For Selling To Krishnan

## 👉 During A Call Or A Meeting

### DO's

- Leverage facts and figures wherever possible; use percentages, numbers etc.
- Be ready for penetrating questions and critical examination of your pitch
- Tell them what ROI they can expect

### DONT's

- Make extra effort to not seem pushy or confrontational
- Don't rush them till they have clearly gotten all the necessary information
- Don't try too hard to build a relationship with them

## 👉 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 Krishnan, 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 Krishnan is

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

Will you ever get a clear answer from Krishnan

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

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## Insights For Deal Planning

How Fast (Or Slow) Will Krishnan Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Krishnan Take Some Risk Or Not?

- *They can take risks if their analysis shows that it would be worth it.*

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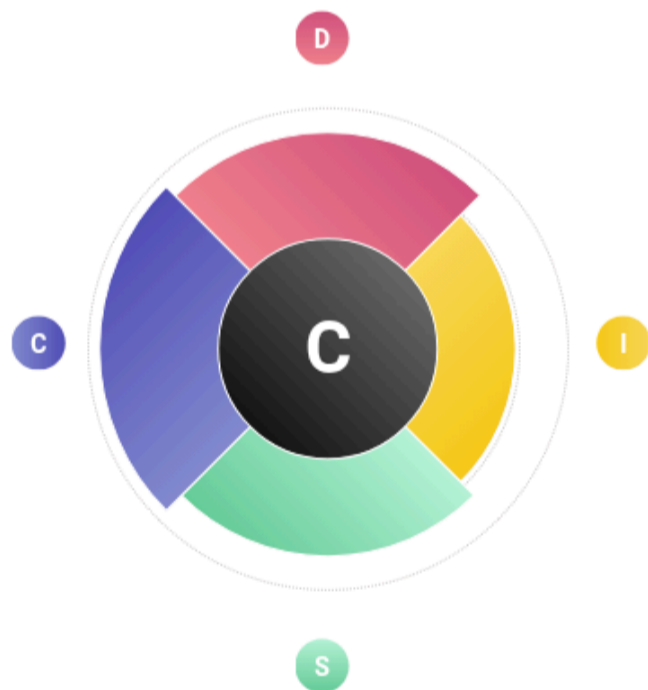
## You And Krishnan

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Krishnan'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.