



# KSHITIZ JOSHI

**Critic**  
DISC Type : C

**Assistant Vice President : Portfolio Marketing | Cross Sell | Rewards & Loyalty at SBI Card**  
Gurugram, Haryana, India

## Overview

Kshitiz has no verified overview

### 👉 Personality Overview

**ROI Driven**      **Precise**      **Objective Thinker**

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

### 👉 Topics They Care About

Kshitiz has no verified topics they care about

## Media Appearances

Kshitiz has no verified media appearances

## Work History

- 1-2022  
Assistant Vice President : Portfolio Marketing | Cross Sell | Rewards & Loyalty at SBI Card
- 9-2016 - 12-2021  
Category Lead : Retail |Exotic Collection| Channel Loyalty at Raymond Limited
- 10-2015 - 7-2016  
Chief Marketing Officer at Lamilo Technologies( Logistics Startup)
- 4-2015 - 9-2015  
Deputy Manager at Raychem RPG
- 9-2012 - 6-2013  
Assistant Manager at Maruti Suzuki India Limited

## Education

- 2013 - 2015  
Master of Business Administration (M.B.A.) from Indian Institute of Management, Udaipur
- 2006 - 2010  
Engineer's Degree from G.B.P.U.A.T.

## More Information

Social Presence :



Prographics :

Exp : **11** Location : **Gurugram, Haryana, India** Job Level : **Senior**

Designation : **Assistant Vice President : Portfolio Marketing | Cross Sell | Rewards & Loyalty at SBI Card**

## Insights For Selling To Kshitiz

### 👉 During A Call Or A Meeting

#### DO's

- Keep some extra margin while sharing pricing, they are likely to negotiate later
- Leverage facts and figures wherever possible; use percentages, numbers etc.
- Tell them what ROI they can expect

#### DONT's

- Don't try to give too many examples of other users, they like to make their own decisions
- Make extra effort to not seem pushy or confrontational
- Avoid pushing them too much to involve other stakeholders unless it is critical

## 👉 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 Kshitiz, 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 Kshitiz is

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

Will you ever get a clear answer from Kshitiz

- *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 Kshitiz Move?

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

Can Kshitiz Take Some Risk Or Not?

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

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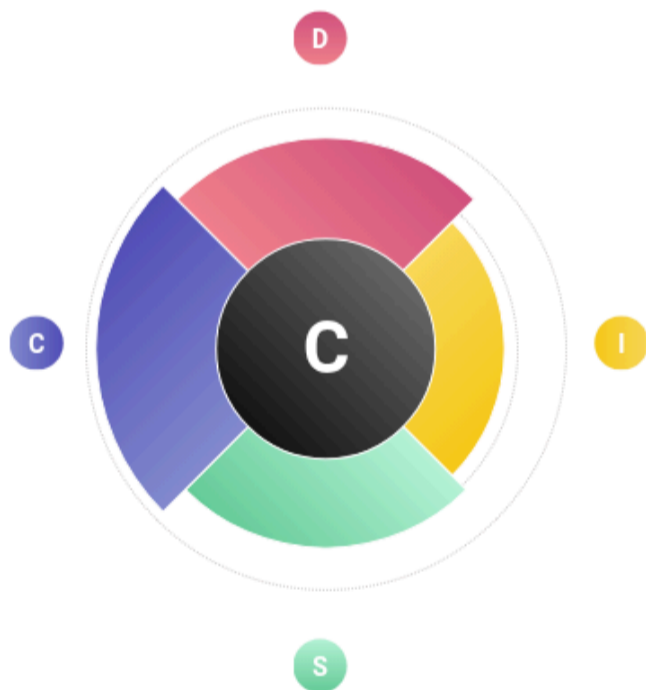
## You And Kshitiz

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Kshitiz'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.