



## MANAS BABA

Observer

DISC Type : ic

**Sr Product Marketing Manager at Verkada**

San Francisco, California, United States

### Overview

Manas Baba is a Senior Product Marketing Manager at Verkada, with a background in driving growth at tech companies like DocuSign. A graduate of Northwesterns Kellogg School of Management, he specializes in go-to-market strategy and customer-centric messaging for B2B technology products.

He has a foundational background in business analytics from his time at Wayfair and holds a Bachelors degree from Tufts University. His professional interests include the intersection of technology, marketing, and business analysis.

Manas was a featured guest on "The Modern GTM" podcast, where he discussed the power of storytelling in B2B tech.

### 👉 Personality Overview

Example Seeker

Assertive

Curious

They can sound friendly and charming but can quickly change gears to become inquisitive and probing. They are likely to ask many questions and look heavily for supporting information. They are generally strong communicators and are not easy to convince.

### 👉 Topics They Care About

#### B2B Storytelling

Shared his expertise on leveraging storytelling to connect with customers on "The Modern GTM" podcast.

#### Product Marketing

Leads product marketing initiatives at Verkada, bringing physical security products to market, following similar work at DocuSign.

#### Go-to-Market Strategy

[Predicted] His roles at Verkada and DocuSign involve developing and executing strategies to launch products and drive adoption.

#### Customer-Centric Messaging

Emphasizes the importance of creating messaging that deeply resonates with customer needs, a key theme from his podcast appearance.

### API Integration

Authored blog posts on best practices for eSignature API integration during his tenure at DocuSign, showing technical marketing depth.

### Business Analytics

[Predicted] His early career as a Senior Business Analyst at Wayfair suggests a strong foundation and interest in data-driven decision-making.



## Media Appearances

Manas has no verified media appearances

## Work History

- 6-2024  
Sr Product Marketing Manager at Verkada
- 8-2022 - 6-2024  
Senior Product Marketing Manager at DocuSign
- 8-2020 - 7-2022  
Product Marketing Manager at DocuSign
- 6-2019 - 9-2019  
Marketing Manager Intern at Intuit
- 8-2017 - 6-2018  
Senior Business Analyst at Wayfair

## Education

- 2018 - 2020  
Master of Business Administration - MBA from Northwestern University - Kellogg School of Management
- 2010 - 2014  
Bachelors from Tufts University

## More Information

### Social Presence :



### Prographics :

Exp : **9** Location : **San Francisco, California, United States** Job Level : **Middle**

Designation : **Sr Product Marketing Manager at Verkada**

# Insights For Selling To Manas

## 👉 During A Call Or A Meeting

### DO's

- Build rapport, it will come handy to handle hard questions later
- Share testimonials from known people and give multiple examples of product value
- Use phrases like 'clear proof that', 'data shows' etc.

### DONT's

- Don't rely excessively on your relationship with them to win the deal
- Don't be too objective but make sure to pad your storytelling with data points
- Don't try to rush them into a decision, provide all necessary information first

## 👉 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 Manas, [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:** Manas, 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:** Exciting but objective

*Example: Making it personalized', 'Changing how to sell' etc.*

**Salutation:** Yes ( Something usual)

*Example: Use 'Hi' (along with the first name)*

**Greeting:** No

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

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Logically summarize, keep high energy

*Example: Something like 'If these points make it clear, lets wrap this up at 11am?'*

**Complimentary Close:** Unique or standard

*Example: Something like 'Looking forward!', 'To new beginnings!' etc.*

**Tone of Words:** Confident, informational

**Overall Messaging:** Focused on generating excitement while staying objective

**Length of Mail:** Medium

*Example: Ideally upto 120-130 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Manas is

- *Proven value, strong testimonials are important to them, relationships will have some weightage.*

Will you ever get a clear answer from Manas

- *They are practical yet friendly, don't expect a clear no very often.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Manas Move?

- *They like to analyze well and can take their time to reach any decisions.*

Can Manas Take Some Risk Or Not?

- *They evaluate their decisions systematically and are less likely to take risks.*

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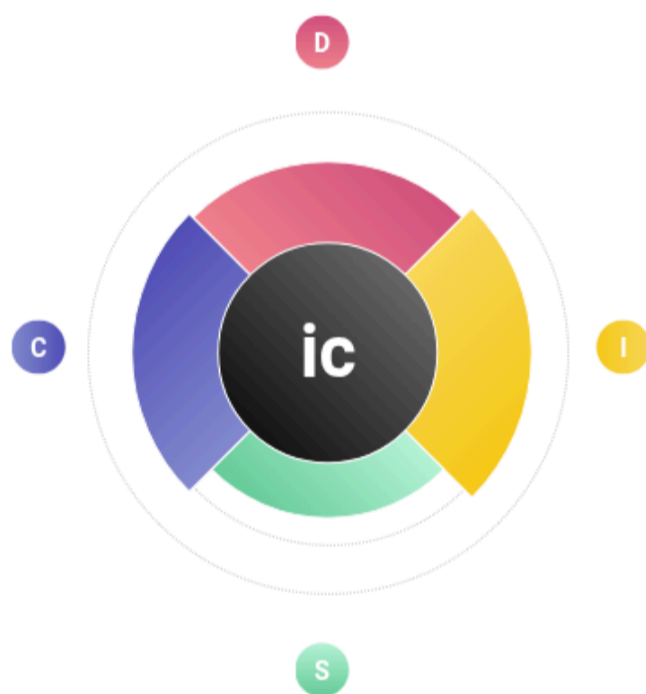
## You And Manas

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Manas'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.

### 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.