



## MANISHA ELEPERUMA

**Inquirer**  
DISC Type : cd

**Director Software Development at Flashfood**  
Canada

### Overview

Manisha Eleperuma is a Director of Software Development at Flashfood, leading teams with a focus on people management and mobile application development. Her career shows a clear progression from software engineering to executive leadership, complemented by a BSc in Computer Science and an MBA. People who have worked with her describe her as a kind, knowledgeable, and hard-working leader.

### Personality Overview

**ROI Conscious**      **Judgemental**      **Hard To Convince**

They respond well to confident salespeople. They can be nudged to make faster decisions by offering what they value. They don't always try to control the conversation but neither do they like yielding it fully.

### Topics They Care About

- Hiring Top Talent**  
Her recent social media activity is heavily focused on recruiting senior front-end, principal, and QA engineers for her teams at Flashfood.
- AI Literacy**  
She recently attended an event where she noted the importance of AI literacy in Canada, indicating a professional interest in the growing impact of artificial intelligence.
- People Leadership**  
Multiple recommendations praise her as an "amazing manager" and an "incredible leader," highlighting her skills in people development and team management.
- Mobile App Development**  
This is a core skill listed in her professional history and is directly relevant to her current role at Flashfood, a mobile-first company.

## Reducing Food Waste

[Predicted] Her leadership role at Flashfood, a company dedicated to fighting food waste by connecting consumers with discounted food, suggests a passion for this cause.



## Media Appearances

Manisha has no verified media appearances

## Work History

- 9-2024  
Director Software Development at Flashfood
- 6-2024 - 9-2024  
Senior Engineering Manager at Flashfood
- 3-2022 - 6-2024  
Engineering Manager at Flashfood
- 11-2020 - 3-2022  
Technical Delivery Manager at Enactor
- 7-2019 - 7-2020  
Manager, Development Operations at Two Hat

## Education

- 2014 - 2016  
Master of Business Administration (M.B.A.) from Postgraduate Institute of Management (PIM), University of Sri Jayewardenepura
- 2006 - 2010  
BSc Engineering (Hons)

## More Information

### Social Presence :



### Prographics :

Exp : **15** Location : **Canada** Job Level : **Mid-senior** Designation : **Director Software Development at Flashfood**

## Insights For Selling To Manisha

### 👉 During A Call Or A Meeting

#### DO's

- Make sure that they have the necessary authority, they could present false stature sometimes
- Highlight the competitive differentiation of your product
- Stress on the business value that your product offers

#### DONT's

- Avoid repeating yourself or making generalizations
- Don't try too hard to get friendly, let it happen with time
- Don't try to be an alpha salesperson, give them equal space

## 👉 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 Manisha, 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:** To the point, measured

*Example: Will this work?', '6.2% revenue impact' etc.*

**Salutation:** No

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

**Greeting:** No

*Example: Skip usual 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: Something simple like 'Thanks', 'Regards', or nothing at all.*

**Tone of Words:** Confident, direct

**Overall Messaging:** Focused on measurable results

**Length of Mail:** Very Short

*Example: Less than 100 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Manisha is

- *Confidence in the product plays an important role, followed by powerful testimonials.*

Will you ever get a clear answer from Manisha

- *They might hesitate a little, but they will say no if they are not convinced.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Manisha Move?

- *They are neither the fastest decision makers nor the slowest.*

Can Manisha Take Some Risk Or Not?

- *Once they have analyzed the pros and cons, they can take some risks.*

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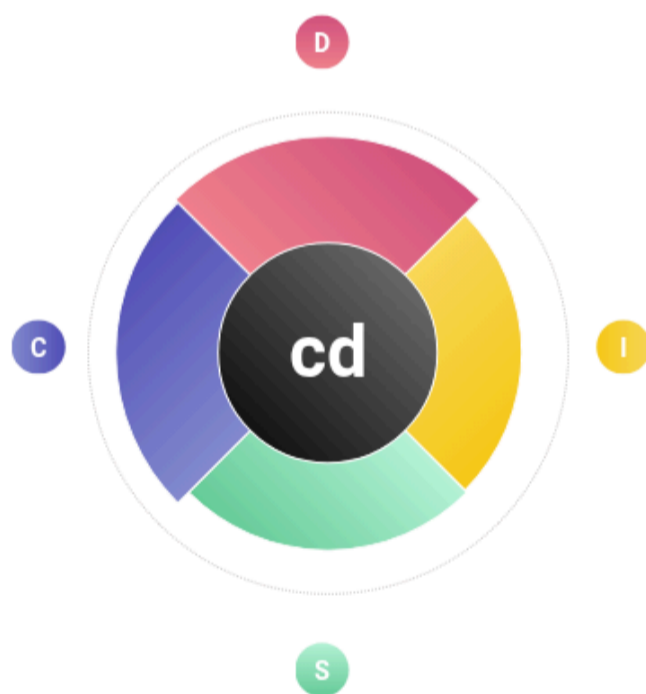
## You And Manisha

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Manisha'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.

### 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.