



## MAULIK DOSHI

**Critic**  
DISC Type : C

**CEO at WarpDrive Tech Works**  
Bengaluru, Karnataka, India

### Overview

Maulik Doshi is the CEO and Founder of WarpDrive Tech Works, a Salesforce Summit Partner. His career includes C-level roles focusing on product strategy, business development, and managing strategic accounts. Colleagues and peers consistently describe him as passionate, knowledgeable, driven, and charismatic.

Outside of his executive roles, Maulik is interested in frameworks for communication and creative thinking, having taken courses in Neuro-Linguistic Programming and Six Thinking Hats. He was recognized as one of India's top entrepreneurs in the Times 40 Under 40, where he emphasized his goal is to prove happiness is a practical concept.

He uniquely defines himself as a "Story Teller" who doesn't just bring something to the table, but brings the table itself.

### 👉 Personality Overview

**Information Seeker**

**ROI Driven**

**Negotiator**

They prefer to analyze logically and value objective facts over emotions. Unless the value is proven by data, they are unlikely to value fancy features. They like to take decisions independently and do not seek others' support often.

### 👉 Topics They Care About

#### **Salesforce Partnership**

As CEO of a Salesforce Summit Partner, he recently celebrated this achievement and the company's long-standing presence in the Salesforce ecosystem.

#### **Innovative Company Culture**

He has implemented concepts like unlimited vacations, no hierarchies, and flexible work locations to foster a culture centered on happiness and employee ownership.

#### **Strategic Accounts**

A core part of his career has been starting, selling into, and managing relationships with large, strategic enterprise customers.

### Business Storytelling

He identifies as a "Story Teller" in his professional headline, indicating a belief in the power of narrative in business and leadership.

### Product Strategy

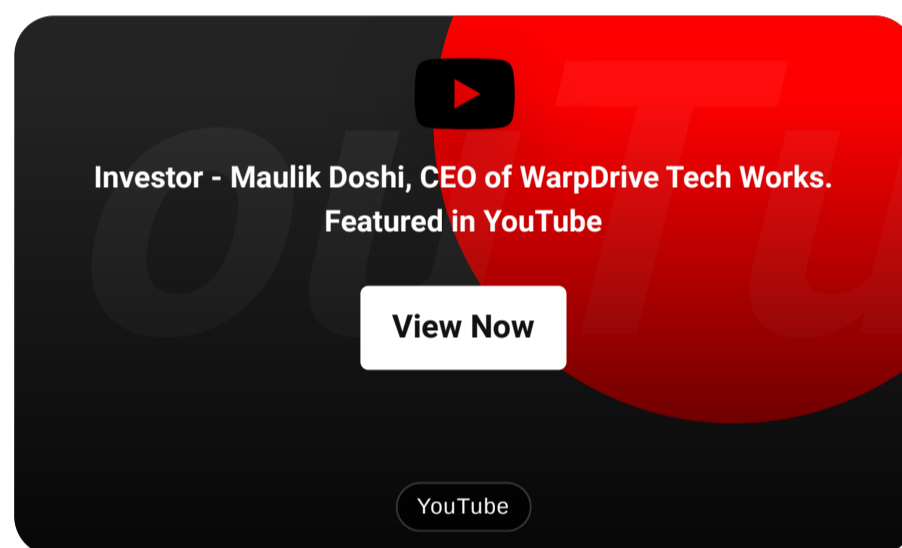
His experience as a Chief Product Officer involved owning the product roadmap, business plans, and managing all associated stakeholders.

### Alternative Investments

He is an early and active investor in fintech platforms, seeking lucrative returns from debt vehicles and closely analyzing risk versus reward.



## Media Appearances



## Work History

- 10-2016  
CEO at WarpDrive Tech Works
- 3-2015 - 8-2016  
Chief Product Officer + Head of Strategic Accounts at ET Marlabs
- 2-2014 - 3-2015  
Head of Strategic Accounts at ET Marlabs
- 9-2013 - 12-2013  
Chief Business Officer at Langoor
- 9-2011 - 9-2013  
Fixer at Langoor

## Education

- 2007 - 2011  
CA (Drop out) from Institute of Chartered Accountants of India
- 2007 - 2010  
BCom from Christ University, Bangalore

## More Information

Social Presence :



## Prographics :

Exp : 17 Location : **Bengaluru, Karnataka, India** Job Level : **Leadership** Designation : **CEO at WarpDrive Tech Works**

# Insights For Selling To Maulik

## 👉 During A Call Or A Meeting

### DO's

- If you can, show them industry reports or analyst comments instead of sharing anecdotal stories
- Be formal and objective, they will appreciate it more
- Keep some extra margin while sharing pricing, they are likely to negotiate later

### DONT's

- Don't give superficial answers, they are easily rattled by them
- Make extra effort to not seem pushy or confrontational
- 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 Maulik, 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 Maulik is

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

Will you ever get a clear answer from Maulik

- *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 Maulik Move?

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

Can Maulik Take Some Risk Or Not?

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

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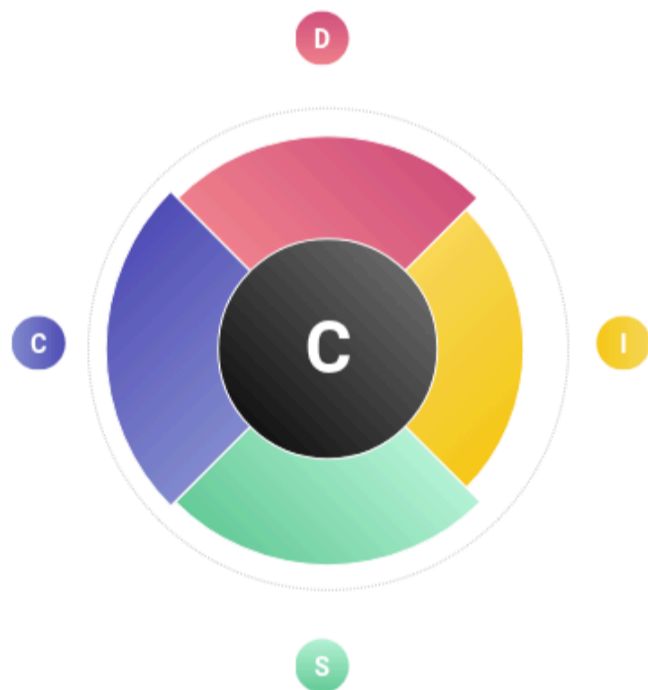
## You And Maulik

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Maulik'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.