



# MOHIT KOKIL

**Sharpshooter**  
DISC Type : CD

**Founder & Head of Data Science - Machine Learning at Markytics**  
Pune, Maharashtra, India

## Overview

Mohit has no verified overview

### 👉 Personality Overview

- Precise But Practical
- Fast But Analytical
- ROI Driven

They do not care very much about building rapport or relationships. They prefer to move quickly, and expect the same from others. They like to stay in control of the negotiation or defining of the terms.

### 👉 Topics They Care About

Mohit has no verified topics they care about

## Media Appearances

Mohit has no verified media appearances

## Work History

- 1-2020  
Founder & Head of Data Science - Machine Learning at Markytics
- 9-2020  
Co-Founder & Chief Technology Officer at LendPartners
- 12-2018 - 12-2019  
Head Of Analytics at Auxilo Finserve Private Limited
- 12-2016 - 12-2018  
Senior Manager at Piramal Enterprises Limited
- 7-2015 - 12-2016  
Management Consultant at EY

## Education

- 2012 - 2014  
PGDM from Great Lakes Institute of Management
- 2006 - 2010  
Bachelor of Engineering (B.E.) from Savitribai Phule Pune University
- 1992 - 2004  
Education details unavailable from Shikshan Madal's English Medium School

## More Information

Social Presence :



Prographics :

Exp : **12** Location : **Pune, Maharashtra, India** Job Level : **Leadership**

Designation : **Founder & Head of Data Science - Machine Learning at Markytics**

## Interested In

Lifestyle

Articles

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## Insights For Selling To Mohit

### 👉 During A Call Or A Meeting

#### DO's

- When negotiating terms, help them build an impression that they are the ones calling the shots
- Refer to testimonials from well-known industry leaders
- Objectively showcase the impact that your product creates

#### DONT's

- Don't be in a rush to invite them for a social meet and greet
- Do not back off when challenged, respond with a confident, objective answer instead
- Avoid being too verbose

## 👉 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 Mohit, 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 Mohit is

- *Confidence in impact is paramount to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Mohit

- *If they are not convinced, they will have no hesitation in telling you the same.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Mohit Move?

- *If convinced, they can reach decisions quite fast.*

Can Mohit Take Some Risk Or Not?

- *They do not shy away from taking risks, but can be quite binary about them.*

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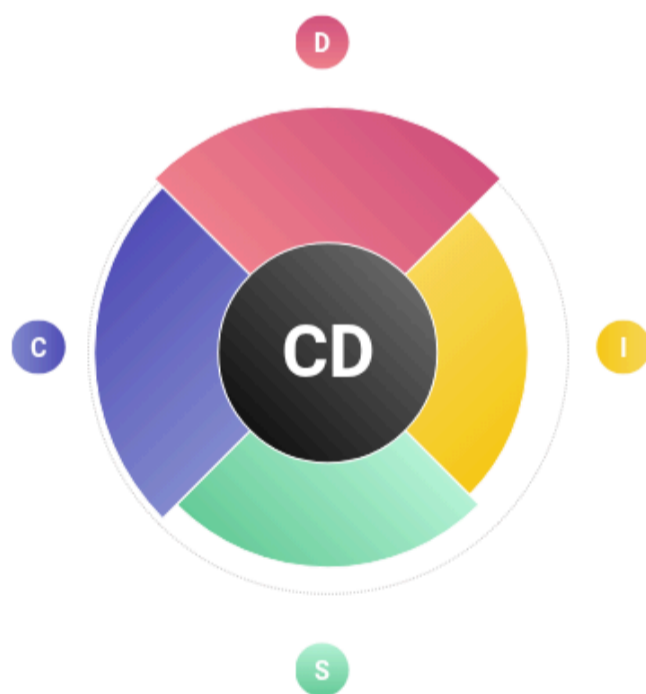
## You And Mohit

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Mohit'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.