



# PRIYA PRAJAPATI

**Critic**  
DISC Type : C

**Research Analyst at High Beam Global (HBG)**  
Gurugram, Haryana, India

## Overview

Priya Prajapati is a Research Analyst at High Beam Global, specializing in market research and business intelligence. She leverages her background in Business Administration and certifications in data analytics from Deloitte and the Tata Group to transform complex data into actionable, story-driven solutions. She thrives on collaboration and continuous learning.

Outside of her analytical work, Priya has a background in human resources and content writing. She has demonstrated leadership as the former president of the Stellar club and actively pursues self-improvement, recently completing an advanced Excel course to enhance her data skills. She values teamwork and a positive, learning-focused culture.

Unique fact: Priya is an award-winning case study analyst, having received both the CASE-CRUCIBLE and CASE-O-MANIA honors.

## 👉 Personality Overview

**Information Seeker**      **Objective Thinker**      **Precise**

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

## 👉 Topics They Care About

- Data Storytelling**  
Emphasizes that numbers don't tell the whole story and focuses on turning data into clear, actionable direction and solutions.
- Market Research**  
Her core professional function at High Beam Global, where she uses business intelligence tools and skills to analyze markets.
- Continuous Learning**  
Actively shares her learning journey, highlighting recent completion of an advanced Microsoft Excel course to build new skills.

### Collaborative Culture

Values teamwork and a healthy competitive spirit, celebrating the learning-driven and collaborative environment at her company.

### Human Resources

Gained foundational experience in recruitment and communication during a two-month Human Resource Management internship at Lernx.

### Data Analytics

[Predicted] Holds job simulation certifications in Data Analytics from both Deloitte and the Tata Group, indicating a strong interest in this field.



## Media Appearances

Priya has no verified media appearances

## Work History

- 9-2025  
Research Analyst at High Beam Global (HBG)
- 2-2025 - 5-2025  
Content Writer at University Insights
- 11-2024 - 8-2025  
President at Stellar club
- 10-2024 - 11-2024  
DATA VISUALIZATION INTERN at Cognifyz
- 5-2024 - 7-2024  
Human Resources Executive at Lernx

## Education

- Bachelor of Business Administration - BBA from PSIT College of Higher Education
- Education details unavailable from Pt. D P MISHRA MEMORIAL PUBLIC SCHOOL

## More Information

### Social Presence :



### Prographics :

Exp : 1 Location : **Gurugram, Haryana, India** Job Level : **Junior** Designation : **Research Analyst at High Beam Global (HBG)**

# Insights For Selling To Priya

## 👉 During A Call Or A Meeting

### DO's

- Don't forget to mention how you compare to competition on both features and pricing
- Be formal and objective, they will appreciate it more
- Tell them what ROI they can expect

### DONT's

- Don't give superficial answers, they are easily rattled by them
- Avoid pushing them too much to involve other stakeholders unless it is critical
- Do not use very emotional or colorful language

## 👉 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 Priya, this is [user\_fname] at [user\_companynamefirsttwowords].

**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 Priya is

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

Will you ever get a clear answer from Priya

- *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 Priya Move?

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

Can Priya Take Some Risk Or Not?

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

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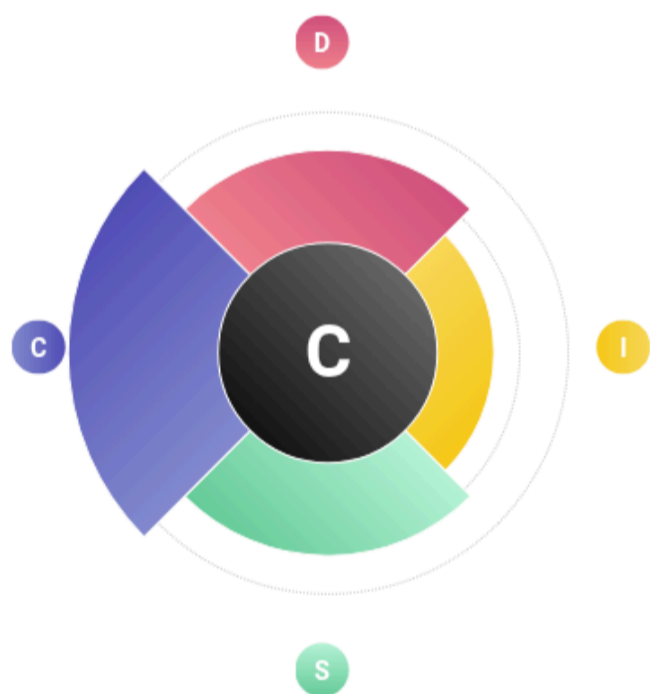
## You And Priya

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Priya'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.