



RAJESH GIDDE

Questioner
DISC Type : c

Head of Information Technology at 7 Steel UK
Greater Reading Area, United Kingdom

Overview

Rajesh is the Head of Information Technology at Celsa Steel UK, specializing in IT strategy, SAP ERP, and Robotic Process Automation. A graduate of Savitribai Phule Pune University with an Agile PM Practitioner certification, he has a strong record of successful project delivery. Colleagues describe him as "well-experienced", "friendly", and "open".

He has unique experience managing an international SAP implementation in the steel industry, successfully navigating the complexities of Swedish and Spanish work cultures.

👉 Personality Overview

Not Easily Convinced

Systematic

Value Seeker

They are more likely than others to negotiate on pricing and terms. While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. They prefer to analyze every situation thoroughly.

👉 Topics They Care About

Enterprise AI

Attended the "CIO Digital Enterprise Forum UK - The next era of AI is here" and actively discusses AI's role in digital transformation at industry summits.

IT Leadership

Recently celebrated his team's success, highlighting improved employee engagement and a record number of project completions under his leadership.

Digital Transformation

A frequent attendee of CIO summits where he engages with peers on the future of technology, innovation, and digital strategy.

SAP Strategy

Possesses deep, hands-on expertise in various SAP modules and has a demonstrated history of managing complex SAP ERP projects from planning to go-live.

IT Talent

He is actively involved in growing his team and has recently posted about hiring for IT Application Support Analyst roles at Celsa UK.



Media Appearances

Rajesh has no verified media appearances

Work History

- 4-2025
Head of Information Technology at 7 Steel UK
- 4-2023 - 6-2025
Head of Information Technology at CELSA GROUP
- 11-2016 - 6-2025
Senior IT Project Manager at CELSA GROUP
- 1-2012 - 10-2016
SAP Project Manager at CELSA GROUP
- 9-2004 - 10-2006
Managing Consultant at Pathmakers Ltd.

Education

- MBA from Savitribai Phule Pune University
- B.E. from Savitribai Phule Pune University

More Information

Social Presence :



Prographics :

Exp : **24** Location : **Greater Reading Area, United Kingdom** Job Level : **Mid-senior**

Designation : **Head of Information Technology at 7 Steel UK**

Insights For Selling To Rajesh

👉 During A Call Or A Meeting

DO's

- Back up any claims with data and numbers
- Emphasize on objective proof of ROI, help them do a thorough evaluation
- Tell them that you will come back if you don't have a good answer for a question

DONT's

- Avoid phrases like 'do not worry about', 'no one compares to' etc.
- Avoid rushing them, be polite and patient
- Don't depend too much on anecdotal evidence, it reduces their confidence

👉 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 Rajesh, 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 Rajesh is

- *Confidence that the product provides ROI, effective pricing and process adherence matter the most to them.*

Will you ever get a clear answer from Rajesh

- *It doesn't come naturally to them but they can say no if they are not convinced.*

Insights For Deal Planning

How Fast (Or Slow) Will Rajesh Move?

- *They can move at a reasonable pace while making their decisions if they have the necessary information.*

Can Rajesh Take Some Risk Or Not?

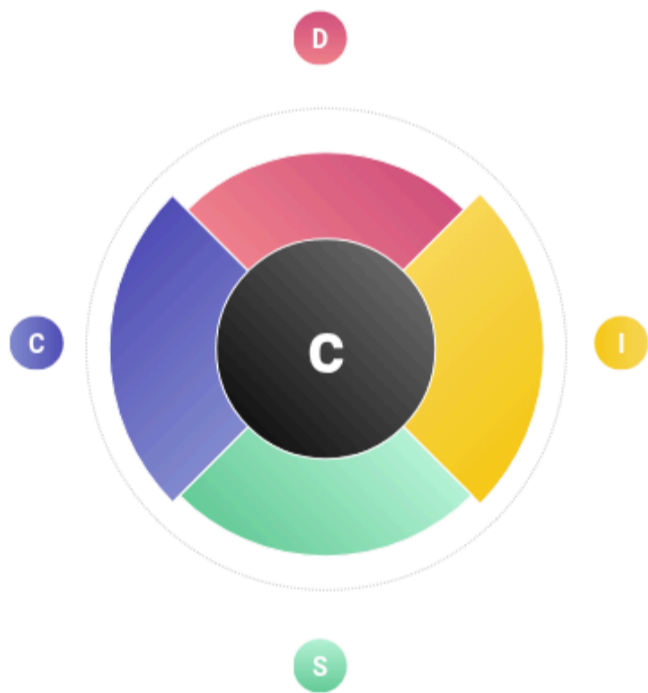
- *They can take risk if they are convinced that they have analyzed the circumstances well.*

You And Rajesh

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Rajesh'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.