



# RAVEENDRAN PV

**Pioneer**  
DISC Type : dsi

**General Manager & Head - Corporate Communications & Creative Services at ITC Infotech**  
Bengaluru, Karnataka, India

## Overview

Raveendran has no verified overview

### 👉 Personality Overview

**Friendly But Fast**      **Decisive But Friendly**      **Dynamic But Sincere**

They combine a unique set of diverse traits where they are fast and friendly but can slow down to be thorough when needed. If they are convinced, they can become very strong champions for your product. They have the unique ability to win both love and respect from their team (or outsiders).

### 👉 Topics They Care About

Raveendran has no verified topics they care about

## Media Appearances

Raveendran has no verified media appearances

## Work History

- 1-2021  
General Manager & Head - Corporate Communications & Creative Services at ITC Infotech
- 6-2020 - 1-2021  
Founder & Managing Partner at UpComms Creative Solutions LLP
- 4-2017 - 5-2020  
Head - India Marketing & Communications at DXC Technology
- 11-2000 - 3-2017  
Communications Mgr at Hewlett Packard Enterprise
- 1-1992 - 10-2000  
Delhi and Bangalore offices at Usha Martin

## Education

- 2005 - 2008  
MBA from University of Wales

## More Information

Social Presence :



Prographics :

Exp : **34** Location : **Bengaluru, Karnataka, India** Job Level : **Senior**

Designation : **General Manager & Head - Corporate Communications & Creative Services at ITC Infotech**

## Insights For Selling To Raveendran

### 👉 During A Call Or A Meeting

#### DO's

- Keep your pitch focused on the impact but nurture the relationship too
- Build a trustworthy relationship while keeping the product center-stage
- Showcase existing customers and use case-studies to grab their attention

#### DONT's

- Don't be very informal during the early interactions even if they are being so themselves
- Don't lean very heavily into providing too much information, sharing whitepapers etc.
- Don't be too verbose or overly friendly; a little bit, however, is fine

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Confident style, with a mix of informality and formality gets their attention.

**Pace:** Speak slightly fast. Sound like a 'gets shit done' person.

**Tone:** Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

**Tactics To Win:** Strong words, focus on results, respectful confidence

**Mistakes To Avoid:** Apologizing, nervousness, information overload, social proof

**Making The Ask:** Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

**Subconscious Driver:** Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

### Script

**Greeting:** Raveendran, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

**Introduction:** We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

**Ask:** Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

**Close:** [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect\_email] works well?

## 👉 When Writing An Email

**Subject:** To the point, formal

*Example: Personalized sales funnel', 'Sales conversion' etc.*

**Salutation:** No

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

**Greeting:** No

*Example: Skip lines like 'I hope you are doing well'*

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Formally state your ask

*Example: Something like 'If you are available tomorrow, shall we discuss this?'*

**Complimentary Close:** None or standard

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

**Tone of Words:** Confident with a formal touch

**Overall Messaging:** Focused on output

**Length of Mail:** Short

*Example: Maximum upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Raveendran is

- *Nothing less than a strong combination of proof of results, relationship and high levels of professionalism is effective with them.*

Will you ever get a clear answer from Raveendran

- *They can say no while staying friendly, but can also be persuaded to reconsider*

## Insights For Deal Planning

How Fast (Or Slow) Will Raveendran Move?

- *They are generally fast movers and can take quick decisions*

Can Raveendran Take Some Risk Or Not?

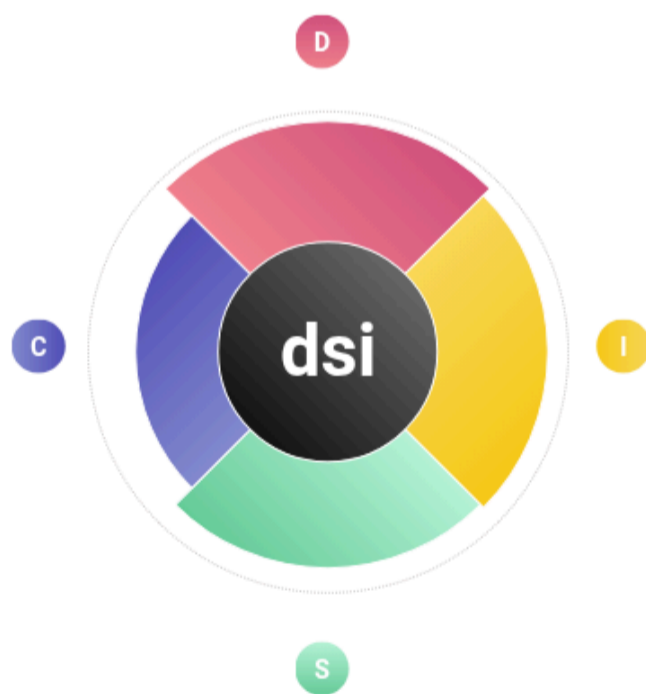
- *They have high risk-appetite but can get ahead of themselves once in a while. Observe carefully*

## You And Raveendran

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Raveendran's Key Traits



### 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.

### STEADINESS

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.

### INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.