



RAVI MATTU

Inspirer
DISC Type : di

Managing Editor, DealBook at The New York Times
London, England, United Kingdom

Overview

Ravi has no verified overview

👤 Personality Overview

Achievment Oriented

Fast Adopter

Confident & Optimistic

They measure a product on its merit but can be influenced by strong testimonials. They respond well to objective pitches but also attach some value to relationships. They usually prefer to drive the conversation.

👤 Topics They Care About

Ravi has no verified topics they care about

Media Appearances

Ravi has no verified media appearances

Work History

- 9-2022
Managing Editor, DealBook at The New York Times
- 8-2018 - 8-2022
Deputy Asia News Editor at Financial Times
- 5-2017 - 8-2018
Technology, Media and Telecoms News Editor at Financial Times
- 7-2016 - 5-2017
Editorial director, FT² at Financial Times
- 5-2014 - 7-2016
Technology, media and telecoms editor at Financial Times

Education

- 1991 - 1995
Bachelor of Arts from McGill University

More Information

Social Presence :



Prographics :

Exp : 28 Location : London, England, United Kingdom Job Level : N/A

Designation : Managing Editor, DealBook at The New York Times

Insights For Selling To Ravi

👉 During A Call Or A Meeting

DO's

- Refer to testimonials from well known people to highlight the value of your product
- Get them to a point where they are ready to bat for your product internally
- Look like someone who is on top of their game

DONT's

- Don't be unorganized, be prepared for the pitch
- Don't keep repeating the same information, it could make them impatient
- 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: Ravi, 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: Exciting, direct

Example: John, quantum jump', 'Is it game over?' etc.

Salutation: No

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

Greeting: No (Or say something unique)

Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

Example: Something like 'John, if you are on, let's finalize tomorrow?'

Complimentary Close: Unique, casual

Example: Something like 'Looking forward!', 'To new beginnings!' etc.

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Ravi is

- *Product value plays a big role, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Ravi

- *If they do not firmly believe in you, they will refuse without hesitation.*

Insights For Deal Planning

How Fast (Or Slow) Will Ravi Move?

- *They can take fast decisions if they develop conviction in the product and find you trustworthy.*

Can Ravi Take Some Risk Or Not?

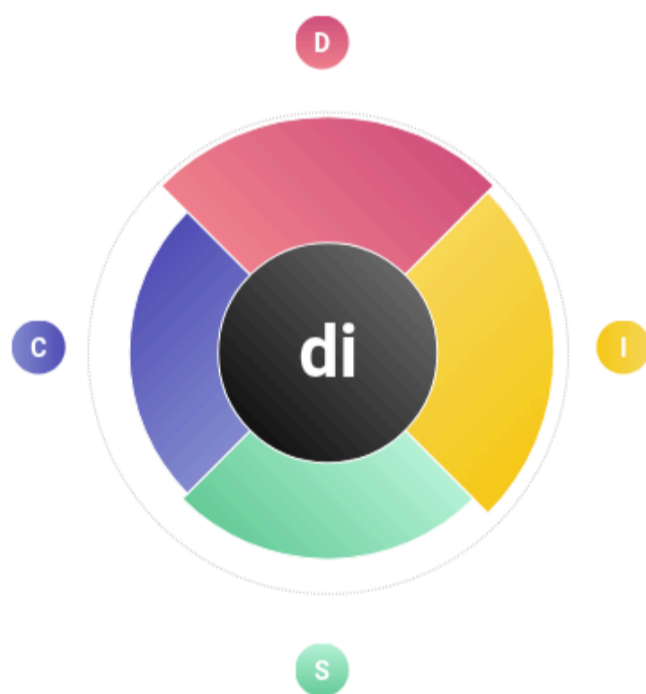
- *They have the capability of taking risky decisions if necessary.*

You And Ravi

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Ravi'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.

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.