



RAVI REDDY

Critic
DISC Type : C

Digital Transformation Lead at GLORY
Mumbai, Maharashtra, India

Overview

Ravi is a customer-focused Digital Transformation Lead at GLORY with over 25 years of experience in the ICT industry, specializing in cloud transformation with Oracle and Azure. Colleagues and clients describe him as a dedicated, intelligent, and multi-skilled mentor with in-depth technical knowledge who consistently provides excellent solutions.

Beyond his architectural role, Ravi demonstrates a strong interest in emerging technologies by pursuing certifications in Generative AI. He also shows engagement with global events and leadership, as evidenced by his commentary on current international affairs.

Early in his career, Ravi was instrumental in implementing one of the first WAP gateway portals in India for Airtel.

Personality Overview

Negotiator **Precise** **Information Seeker**

They like to do things independently and don't look for support from others. They don't appreciate bells and whistles unless backed by data. They choose to analyze logically and value facts to emotions.

Topics They Care About

- Cloud Transformation**
Leads the cloud transformation journey at GLORY, leveraging his expertise in Oracle and Azure to build modern platforms.
- Generative AI**
Actively pursues learning in this area, having recently completed a Microsoft/LinkedIn learning path and holding a 'Generative AI Leader' certification.
- Digital Integration**
Focuses on building modern integration platforms between his company, customers, and partners to enhance productivity and growth.

Enterprise Solutions

Has extensive experience developing and implementing successful business solutions that drive growth, particularly within the APAC and ANZ regions.

Global Leadership

Shows a keen interest in current world events and leadership qualities, as seen in his social media engagement regarding Ukraine.



Media Appearances

Ravi has no verified media appearances

Work History

- 12-2019
Digital Transformation Lead at GLORY
- 9-2019 - 12-2019
Principal Solutions Architect at Birlasoft
- 1-2019 - 9-2019
Solutions Architect at Birlasoft
- 11-2011 - 1-2019
Senior Technical Architect at KPIT
- 4-1999 - 11-2011
Senior Technical Architect at SYSTIME Computer Systems Ltd.

Education

- 1991 - 1996
Bachelor of Commerce (BCom) from University of Mumbai
- Information Technology from Diploma in Application of Software Technology

More Information

Social Presence :



Prographics :

Exp : **31** Location : **Mumbai, Maharashtra, India** Job Level : **Senior** Designation : **Digital Transformation Lead at GLORY**

Insights For Selling To Ravi

👉 During A Call Or A Meeting

DO's

- Tell them what ROI they can expect
- Keep some extra margin while sharing pricing, they are likely to negotiate later
- Be ready for penetrating questions and critical examination of your pitch

DONT's

- Don't give superficial answers, they are easily rattled by them
- Don't rush them till they have clearly gotten all the necessary information
- Don't try too hard to build a relationship with them

👉 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 Ravi, 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 Ravi is

- *Proven ROI, pricing and objective proof points are the factors that sway their decision.*

Will you ever get a clear answer from Ravi

- *They are comfortable saying no if they are convinced that it is the correct decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Ravi Move?

- *They are neither the fastest nor the slowest decision makers, they are somewhere in the middle.*

Can Ravi Take Some Risk Or Not?

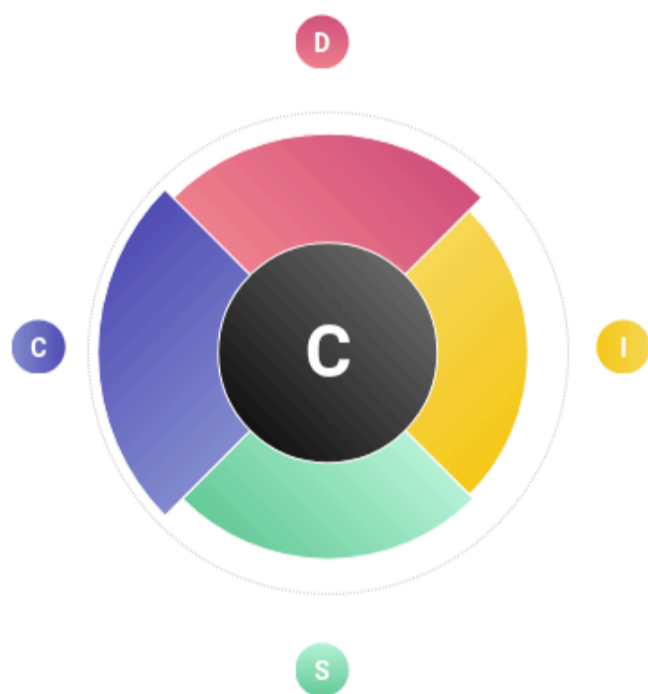
- *They can bear some risk if their analysis backs the decision.*

You And Ravi

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Ravi'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.