



## RHEA MENDONCA

**Critic**  
DISC Type : C

**Expert Network Analyst at Nextyn**  
Mumbai, Maharashtra, India

### Overview

Rhea is an Expert Network Analyst at Nextyn, where she connects clients with industry specialists to drive informed business decisions. She holds an MBA in business analytics from DY Patil University and previously interned as a Business Analyst at Dolat Capital, focusing on stakeholder management and data analysis.

Outside of her analytical roles, Rhea has a background in public relations and marketing. During college, she served as the Head of Department for Internal Public Relations for the "Fest Mosaic, " demonstrating her skills in communication, project management, and event coordination.

She has a keen interest in financial markets, following high-frequency trading firms like IMC Trading and Jump Trading.

### 👉 Personality Overview

**Critic**      **Information Seeker**      **Objective Thinker**

They enjoy working alone and do not rely on others very often. Unless the value is proven by data, they are unlikely to value fancy features. It is very likely that they will negotiate pricing or other important terms.

### 👉 Topics They Care About

- Expert Networks**  
Her current role as an Expert Network Analyst involves identifying the right professionals and facilitating engagements to provide clients with valuable industry insights.
- Business Analytics**  
She holds an MBA specializing in business analytics and applied these skills during her internship at Dolat Capital, focusing on data analysis and strategic planning.
- Client Growth**

Her stated passion is to deliver quality insights and foster connections that drive client growth and success, a core theme of her professional introduction.

### Public Relations

Gained practical experience as a Public Relations Intern at The Jurni and led internal public relations for a large college festival, Fest Mosaic.

### Financial Markets

[Predicted] Her professional background includes an internship at Dolat Capital, and she follows prominent quantitative trading firms, suggesting a strong interest in finance.

### Stakeholder Management

Developed key skills in stakeholder management and relationship building during her time as a Business Analyst Intern, which is crucial in her current networking role.



## Media Appearances

Rhea has no verified media appearances

## Work History

- 2-2025  
Expert Network Analyst at Nextyn
- 3-2024 - 8-2024  
Business Analyst Intern at Dolat Capital
- 6-2021 - 9-2021  
Head of Department in Internal Public Relations at Fest Mosaic
- 11-2020 - 12-2020  
Public Relations Intern at The Jurni

## Education

- 8-2022 - 10-2024  
Master of Business Administration - MBA from DY Patil University
- 2019 - 2022  
Bachelor of Arts - BA from St. Andrew's College of Arts, Science and Commerce

## More Information

### Social Presence :



### Prographics :

Exp : **1** Location : **Mumbai, Maharashtra, India** Job Level : **Junior** Designation : **Expert Network Analyst at Nextyn**

# Insights For Selling To Rhea

## 👉 During A Call Or A Meeting

### DO's

- Keep some extra margin while sharing pricing, they are likely to negotiate later
- Don't forget to mention how you compare to competition on both features and pricing
- If you can, show them industry reports or analyst comments instead of sharing anecdotal stories

### DONT's

- Don't give superficial answers, they are easily rattled by them
- Don't try to give too many examples of other users, they like to make their own decisions
- 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 Rhea, 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 Rhea is

- *Strong evidence of ROI, effective pricing, and proven data points matter the most to them.*

Will you ever get a clear answer from Rhea

- *It is not very hard for them to say no if they are not convinced about the decision.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Rhea Move?

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

Can Rhea Take Some Risk Or Not?

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

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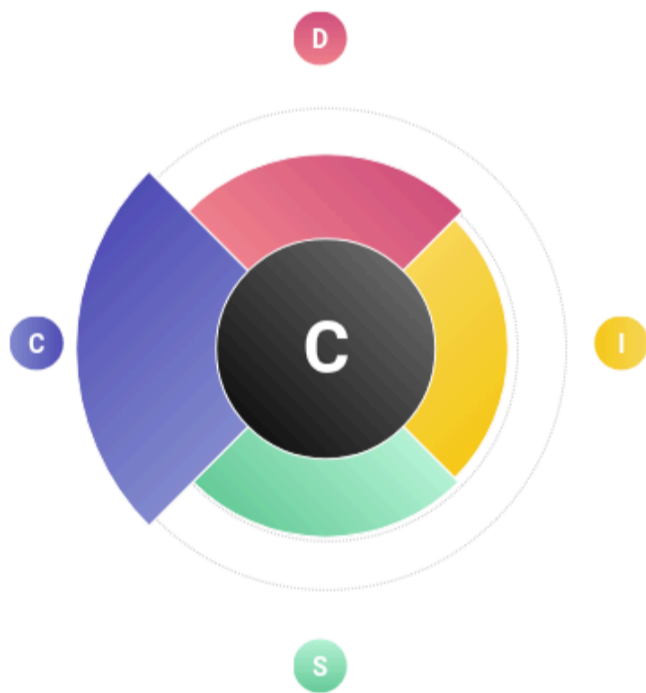
## You And Rhea

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Rhea'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.