



RONI GOODMAN

Questioner
DISC Type : c

Business development at Careteam Technologies
Canada

Overview

Roni is the founder of PiTCH and a financial analyst specializing in translating complex data into actionable strategies for startups and SMEs. Her expertise covers financial modeling, valuation, and market research across tech, fintech, and healthcare. She holds an MBA from The University of British Columbia.

Outside of work, she is a passionate advocate for sustainability, with a keen interest in Canada's climate-tech sector. As a mother of two, she values family and has structured her career to allow for travel and time with her children. She also actively supports gender equality.

Unique fact: She once intentionally took a career step-back to work remotely, prioritizing raising her two young children and traveling with them in their early years.

👉 Personality Overview

Systematic

Price-Sensitive

Value Seeker

They prefer to analyze every situation thoroughly. They generally do not appreciate an overfriendly approach and prefer to stay to-the-point. It is quite likely of them to ask for pricing or other concessions.

👉 Topics They Care About

Startup Financial Strategy

Her work focuses on financial modeling, forecasting, and valuation to support fundraising and growth planning for startups and SMEs.

Climate-Tech Sector

She has a stated passion for sustainability and follows innovative founders doing meaningful work in the Canadian climate-tech sector.

Gender Equality

She posts about International Women's Day, advocating for the advancement of gender equality and the presence of women in decision-making roles.

Family & Career

As a single mother, she has made conscious career choices to prioritize raising and traveling with her two young children.

Healthcare Market Growth

In a previous role, she contributed to business development by conducting market analysis and research in Ontario's healthcare space.

Geopolitical Economics

She analyzes and shares insights on how global events, like conflict in the Middle East, impact oil reserves and international stock market performance.



Media Appearances

Roni has no verified media appearances

Work History

- 2022
Business development at Careteam Technologies
- 2019 - 2022
Investment & Fund Manager at Premia
- 2015 - 2019
Financial Analyst & Portfolio Manager at Premia
- 2013 - 2015
Financial Newsletter Advisor at Credit Suisse
- 2010 - 2012
Financial and Marketing Strategy | Eli Hurvitz
(Founding President and CEO of Teva
Pharmaceutical) at Eli Hurvitz, Founder of Teva
Pharmaceuticals

Education

- Master of Business Administration from The University of British Columbia
- Business Administration from York University

More Information

Social Presence :



Prographics :

Exp : **26** Location : **Canada** Job Level : **N/A** Designation : **Business development at Careteam Technologies**

Insights For Selling To Roni

👉 During A Call Or A Meeting

DO's

- Emphasise more on facts and measurable benefits
- Share as much information as possible regarding your product
- If you have a lower priced product compared to the competition, call out the same

DONT's

- Avoid rushing them, be polite and patient
- Don't try to be too friendly or informal with them
- 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 Roni, 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 Roni is

- *Ensuring that the product delivers ROI, cost-effective pricing and process compliance are very important for them.*

Will you ever get a clear answer from Roni

- *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 Roni Move?

- *If they have the information that they need, they can move fast at making their decisions.*

Can Roni Take Some Risk Or Not?

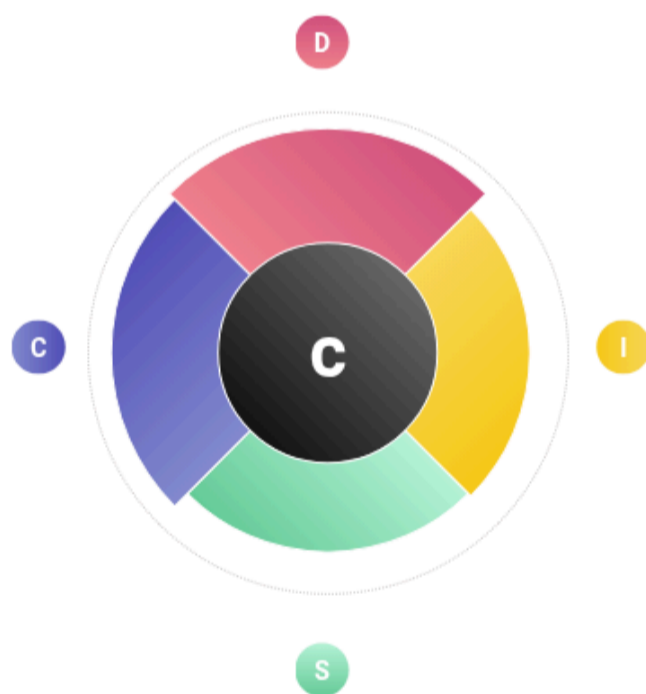
- *They can take risk if they are convinced that they have analyzed the circumstances well.*

You And Roni

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Roni'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.