



SANJOY MUKHERJEE

Critic
DISC Type : C

Senior Director Technology Cloud Platform at Oracle
New Delhi, Delhi, India

Overview

Sanjoy has no verified overview

👤 Personality Overview

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

They are quite likely to negotiate on pricing or other key terms. They choose to analyze logically and value facts to emotions. They don't appreciate bells and whistles unless backed by data.

👤 Topics They Care About

Sanjoy has no verified topics they care about

Media Appearances

Sanjoy has no verified media appearances

Work History

- 7-2014
Senior Director Technology Cloud Platform at Oracle
- 9-2009 - 7-2014
Director -Sales Public Services & Public Utilities at SAP
- 4-2004 - 9-2009
Senior Manager at Oracle
- 9-1995 - 4-2004
Regional Sales manager at HCL Infosystems Ltd.

Education

- 1998 - 2001
PGDBM from Indian Institute of Management, Calcutta
- 1991 - 1995
B.Tech from Puducherry Technological University (erstwhile Pondicherry Engineering College)

More Information

Social Presence :





Prographics :

Exp : 30 Location : New Delhi, Delhi, India Job Level : Senior

Designation : Senior Director Technology Cloud Platform at Oracle

Insights For Selling To Sanjoy

👉 During A Call Or A Meeting

DO's

- Don't forget to mention how you compare to competition on both features and pricing
- Be formal and objective, they will appreciate it more
- Be ready to answer many clarity-seeking questions and requests for information

DONT's

- Don't try to give too many examples of other users, they like to make their own decisions
- Do not use very emotional or colorful language
- Don't give superficial answers, they are easily rattled by 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 Sanjoy, 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 Sanjoy is

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

Will you ever get a clear answer from Sanjoy

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

Insights For Deal Planning

How Fast (Or Slow) Will Sanjoy Move?

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

Can Sanjoy Take Some Risk Or Not?

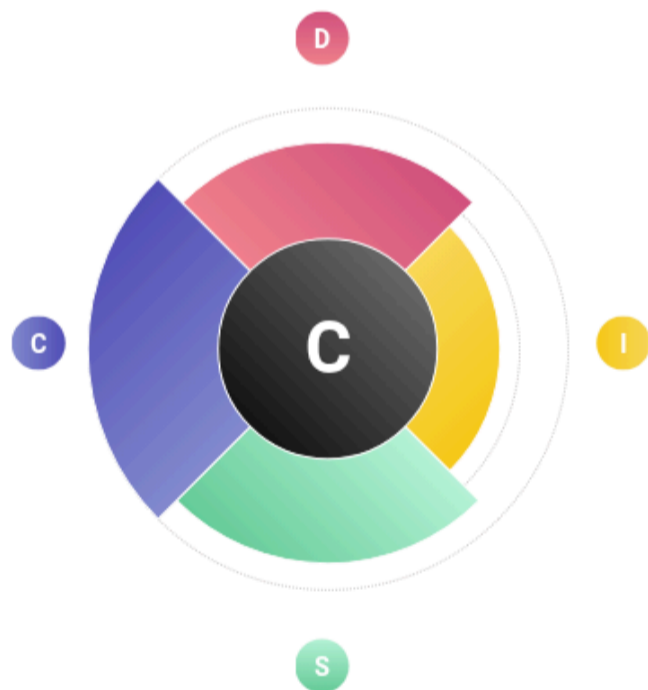
- *They can bear some risk if their analysis backs the decision.*

You And Sanjoy

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Sanjoy'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.