



SANTOSH KUMAR

Questioner
DISC Type : c

Environmental Projects Consultant (Water, Air & Fire) at V.V.Rao Contractors
Greater Visakhapatnam Area, India

Overview

Santosh Kumar V is a Chemical & Environmental Engineer with 25 years of experience, specializing in AI-scale infrastructure, industrial water systems, energy integration, and physical sustainability. He currently serves as an Environmental Projects Consultant at V. V. Rao Contractors.

He is deeply engaged with the critical interplay of water availability, power reliability, thermal limits, and land in scaling AI infrastructure, often highlighting these physical constraints. He also shows interest in waste-to-energy solutions and fire protection systems.

Santosh believes AI's scalability is fundamentally constrained by physical resources like water, energy, and land, rather than algorithms.

👉 Personality Overview

Price-Sensitive

Not Easily Convinced

Cautious & Analytical

While they don't hesitate to ask questions, they are generally risk-averse and tend to be late adopters. They prefer to analyze every situation thoroughly. They generally do not appreciate an overfriendly approach and prefer to stay to-the-point.

👉 Topics They Care About

AI Infrastructure Constraints

Santosh frequently posts about how water, energy, thermal limits, and land availability are the primary physical constraints for hyperscale AI infrastructure globally.

Industrial Water Systems

His expertise includes the design and execution of water treatment plants, water reuse systems, and wastewater treatment solutions for industrial effluent management.

Energy Integration

He focuses on the energy integration aspects of AI infrastructure and advocates for hydrogen integration and waste-to-energy solutions.

Environmental Engineering

As a qualified Chemical Engineer, he has 25 years of experience in environmental services, including air pollution control and environmental safety.

Ecosystem Engineering

He explores how AI can impact and be integrated into broader ecosystems, moving beyond software to address systems engineering problems.

Physical Sustainability

Santosh emphasizes the importance of climate resilience and physical sustainability in large-scale infrastructure projects, especially concerning resource-constrained systems.



Media Appearances

Santosh has no verified media appearances

Work History

- 1-2001
Environmental Projects Consultant (Water, Air & Fire)
at V.V.Rao Contractors

Education

Santosh has no verified education history

More Information

Social Presence :



Prographics :

Exp : **25** Location : **Greater Visakhapatnam Area, India** Job Level : **Senior**

Designation : **Environmental Projects Consultant (Water, Air & Fire) at V.V.Rao Contractors**

Insights For Selling To Santosh

👉 During A Call Or A Meeting

DO's

- If you have a lower priced product compared to the competition, call out the same
- Keep some extra margin in hand as they will likely negotiate the pricing
- Tell them that you will come back if you don't have a good answer for a question

DONT's

- Don't try to be too friendly or informal with them
- Avoid phrases like 'do not worry about', 'no one compares to' etc.
- Don't overhype the product/pitch, keep it measured

👉 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 santosh, 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 Santosh is

- *Confidence that the product provides ROI, effective pricing and process adherence matter the most to them.*

Will you ever get a clear answer from Santosh

- *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 Santosh Move?

- *They can move at a reasonable pace while making their decisions if they have the necessary information.*

Can Santosh Take Some Risk Or Not?

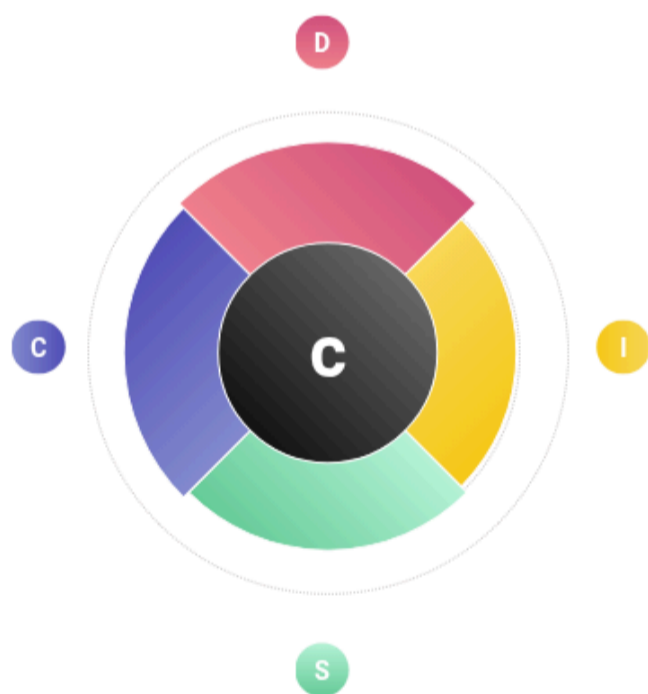
- *They can take risk if they are convinced that they have analyzed the circumstances well.*

You And Santosh

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Santosh'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.