



## SUMIT SONI

**Captain**  
DISC Type : DS

**Client Insights Data Analyst at Allens**  
Sydney, New South Wales, Australia

### Overview

Sumit has no verified overview

#### Personality Overview

**Planner & Achiever**

**Output-Driven**

**Dynamic But Sincere**

They are very professional in their approach and can weigh multiple perspectives together. They exhibit a rare combination of being result-oriented but patient at the same time. Reading between the lines and seeing beyond your words comes naturally to them.

#### Topics They Care About

Sumit has no verified topics they care about

### Media Appearances

Sumit has no verified media appearances

### Work History

- 8-2025  
Client Insights Data Analyst at Allens
- 3-2025 - 5-2025  
Social Research Analyst at NSW Department of Planning, Industry and Environment
- 3-2023 - 12-2023  
Analyst - Research and Insights at NSW Department of Education
- 5-2022 - 3-2023  
Consultant - Research, Data Analysis at Omnipresent Australia Pvt Ltd
- 11-2019 - 5-2022  
Project Manager - Research & Operations at Acuity Knowledge Partners

### Education

- Master of Technology - MTech from Birla Institute of Technology and Science, Pilani
- Bachelor of Engineering from Rajiv Gandhi Prodyogiki Vishwavidyalaya

## More Information

Social Presence :



Prographics :

Exp : 4 Location : **Sydney, New South Wales, Australia** Job Level : **Junior**

Designation : **Client Insights Data Analyst at Allens**

## Insights For Selling To Sumit

### 👉 During A Call Or A Meeting

#### DO's

- Ask them at the end if they see a strong value prop in your product; expect an honest answer
- Let them know of potential risks but suggest mitigation methods alongside
- Suggest clear next steps with confidence, don't be vague or hesitant

#### DONT's

- Don't go over them unless you are left with no other option
- Don't shy away from asking hard questions, but be extra polite
- Don't get into pricing discussions early on, steer conversation towards proven results

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Confident style, with a mix of informality and formality gets their attention.

**Pace:** Speak slightly fast. Sound like a 'gets shit done' person.

**Tone:** Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

**Tactics To Win:** Strong words, focus on results, respectful confidence

**Mistakes To Avoid:** Apologizing, nervousness, information overload, social proof

**Making The Ask:** Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

**Subconscious Driver:** Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

### Script

**Greeting:** Sumit, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

**Introduction:** We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

**Ask:** Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

**Close:** [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect\_email] works well?

## 👉 When Writing An Email

**Subject:** To the point, formal

*Example: Personalized sales funnel', 'Sales conversion' etc.*

**Salutation:** No

*Example: Skip 'Hi', 'Hey' etc., use only the first name*

**Greeting:** No

*Example: Skip lines like 'I hope you are doing well'*

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Formally state your ask

*Example: Something like 'If you are available tomorrow, shall we discuss this?'*

**Complimentary Close:** None or standard

*Example: Something simple like 'Thanks', 'Regards', or nothing at all.*

**Tone of Words:** Confident with a formal touch

**Overall Messaging:** Focused on output

**Length of Mail:** Short

*Example: Maximum upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Sumit is

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Sumit

- *They will say no if they are not convinced but you will have to prompt them.*

## Insights For Deal Planning

How Fast (Or Slow) Will Sumit Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Sumit Take Some Risk Or Not?

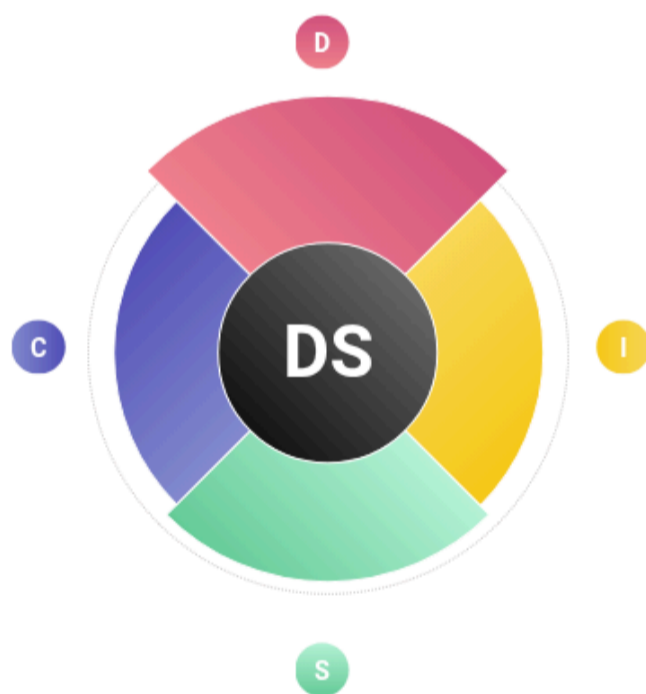
- *They have good risk tolerance but are likely to think it through once or twice.*

## You And Sumit

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Sumit's Key Traits



### **DOMINANCE**

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

### **STEADINESS**

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.