



TK RAVEENDRAN

Critic
DISC Type : C

Chief Operating Officer at Ospyn Technologies Limited
Thiruvananthapuram Taluk, India

Overview

TK has no verified overview

👤 Personality Overview

Objective Thinker Critic Negotiator

They don't appreciate bells and whistles unless backed by data. They enjoy working alone and do not rely on others very often. They are quite likely to negotiate on pricing or other key terms.

👤 Topics They Care About

TK has no verified topics they care about

Media Appearances

TK has no verified media appearances

Work History

- 5-2023
Chief Operating Officer at Ospyn Technologies Limited
- 5-2015 - 5-2023
Vice President (Technology Services) at Envestnet, Inc
- 7-2013 - 5-2015
Delivery Head and Associate General Manager at NeST Information Technologies Pvt Ltd
- 12-2011 - 7-2013
Senior Delivery Manager at IBM
- 6-2007 - 12-2011
Senior Manager Technology Operations at Envestnet, Inc

Education

- 2000 - 2002
MBA from Madurai Kamaraj University, Madurai
- 1997 - 2000
MCA from Madurai Kamaraj University

More Information

Social Presence :



Prographics :

Exp : **18** Location : **Thiruvananthapuram Taluk, India** Job Level : **Leadership**

Designation : **Chief Operating Officer at Ospyn Technologies Limited**

Insights For Selling To TK

👉 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 for penetrating questions and critical examination of your pitch

DONT's

- Do not use very emotional or colorful language
- Don't try too hard to build a relationship with them
- Don't rush them till they have clearly gotten all the necessary information

👉 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 TK, 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 TK is

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

Will you ever get a clear answer from TK

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

Insights For Deal Planning

How Fast (Or Slow) Will TK Move?

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

Can TK Take Some Risk Or Not?

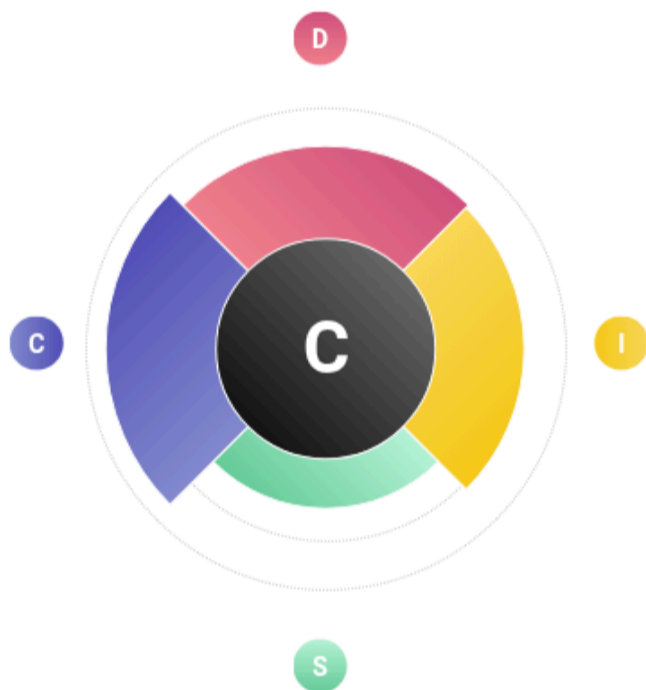
- *They can bear some risk if their analysis backs the decision.*

You And TK

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : TK'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.