



# VIDHYA NIGAM

**Critic**  
DISC Type : C

**Director of Food And Beverage at Hilton London Metropole**  
London, England, United Kingdom

## Overview

Vidhya has no verified overview

### 👉 Personality Overview

**Objective Thinker**      **Negotiator**      **Information Seeker**

It is very likely that they will negotiate pricing or other important terms. Unless the value is proven by data, they are unlikely to value fancy features. They like to take decisions independently and do not seek others' support often.

### 👉 Topics They Care About

Vidhya has no verified topics they care about

## Media Appearances

Vidhya has no verified media appearances

## Work History

- 11-2022  
Director of Food And Beverage at Hilton London Metropole
- 3-2022 - 11-2022  
C&E Director at Hilton London Metropole
- 6-2016 - 3-2021  
Independent Consultant at Independant Consultant
- 2-2001 - 10-2015  
Hyatt Hotels & Resorts at Hyatt Hotels Corporation
- 8-1998 - 7-1999  
International Trainee/Event Manager at Radisson Blu Edwardian, London

## Education

- 1996 - 2000  
BA(Hons) from University of West London
- 1993 - 1995  
English Literature (British and Commonwealth) from Colombo international school

## More Information

Social Presence :



Prographics :

Exp : 24 Location : London, England, United Kingdom Job Level : Mid-senior

Designation : Director of Food And Beverage at Hilton London Metropole

## Insights For Selling To Vidhya

### 👉 During A Call Or A Meeting

#### DO's

- Be ready to answer many clarity-seeking questions and requests for information
- If you can, show them industry reports or analyst comments instead of sharing anecdotal stories
- Be ready for penetrating questions and critical examination of your pitch

#### DONT's

- Don't give superficial answers, they are easily rattled by them
- Avoid phrases like 'trust me', 'others just love' etc.
- 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 Vidhya, 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 Vidhya is

- *Proof of ROI, low pricing and objective proof points are the important factors for them.*

Will you ever get a clear answer from Vidhya

- *They do not mind saying no if they believe that it is the right decision.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Vidhya Move?

- *Their decision-making is neither very fast nor very slow, they are somewhere in between.*

Can Vidhya Take Some Risk Or Not?

- *They can take risks if their analysis shows that it would be worth it.*

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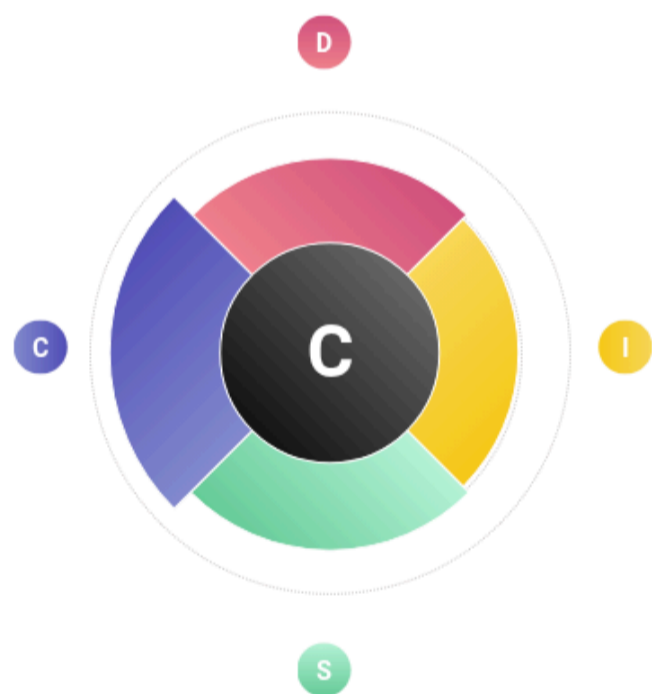
## You And Vidhya

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Vidhya'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.