



VIVEK KUMAR

Sharpshooter
DISC Type : DC

Sr. Director, Customer Success & Support at Euna Solutions
San Francisco Bay Area, United States

Overview

Vivek has no verified overview

Personality Overview

Thorough Evaluator

Rigorous & Demanding

Fast But Analytical

More than the product, they care about the impact of the product. They take a lot of pride in personal achievements. They like to move fast and expect the same from others.

Topics They Care About

Vivek has no verified topics they care about

Media Appearances

Vivek has no verified media appearances

Work History

- 7-2021
Sr. Director, Customer Success & Support at Euna Solutions
- 4-2021 - 7-2021
Head of Customer Success at Wordly
- 1-2017 - 3-2021
Vice President, Customer Success & Sales at Boardwalktech
- 1-2013 - 12-2016
Senior Director, Professional Services at Boardwalktech
- 4-2007 - 12-2012
Program Head for Oracle (NetSuite) at Genpact

Education

- Artificial Intelligence: Implications for Business Strategy from MIT Sloan School of Management
- MBA from Indian Institute of Management Bangalore

More Information

Social Presence :



Prographics :

Exp : 22 Location : **San Francisco Bay Area, United States** Job Level : **Senior**

Designation : **Sr. Director, Customer Success & Support at Euna Solutions**

Insights For Selling To Vivek

👉 During A Call Or A Meeting

DO's

- Objectively showcase the impact that your product creates
- When negotiating terms, help them build an impression that they are the ones calling the shots
- Use phrases like 'it's your decision', 'strategic impact' etc.

DONT's

- Don't focus on process and rules, give the impression of being a 'gets it done' person
- Don't take too much time in sending them information if they ask for any
- Don't be in a rush to invite them for a social meet and greet

👉 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: Vivek, 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, measured

Example: Will this work?', '6.2% revenue impact' etc.

Salutation: No

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

Greeting: No

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

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

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

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

Example: Less than 100 words

👉 While Negotiating & Closing

The secret to closing fast with Vivek is

- *Confidence in impact is paramount to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Vivek

- *If they decide not to go ahead, they will say no without hesitation.*

Insights For Deal Planning

How Fast (Or Slow) Will Vivek Move?

- *They can reach decisions fairly quickly if they are convinced.*

Can Vivek Take Some Risk Or Not?

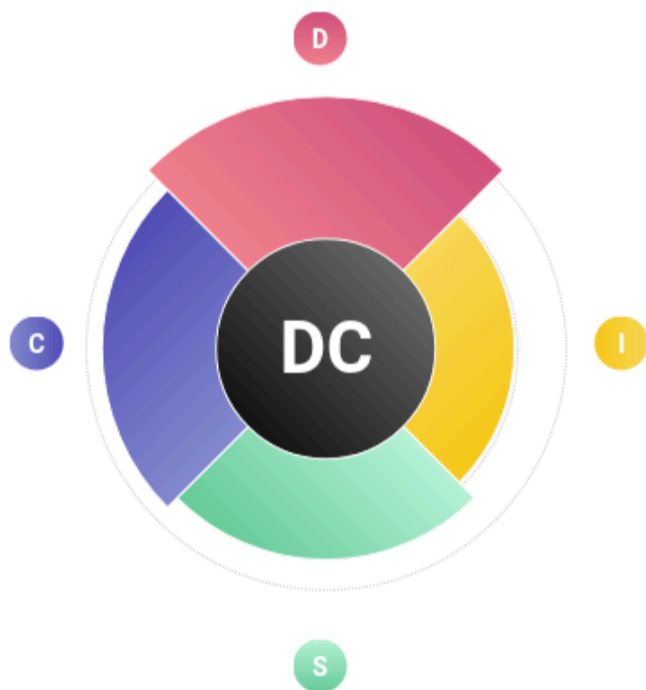
- *They don't mind risks but can be quite binary about them.*

You And Vivek

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Vivek'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.

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.