



# VIVEK KUMAR PATHAK

**Activist**  
DISC Type : Cd

**Associate Team Lead at Confidential**  
India

## Overview

Vivek has no verified overview

### 👉 Personality Overview

Meticulous      Perfectionist      Observative

They focus on objectivity in a pitch and pay little attention to bells and whistles. They care equally about the product and its potential impact. They don't always try to control the conversation but neither do they like yielding it fully.

### 👉 Topics They Care About

Vivek has no verified topics they care about

## Media Appearances

Vivek has no verified media appearances

## Work History

- 7-2023  
Associate Team Lead at Confidential
- 5-2023 - 7-2023  
Specialist Package Implementation at Confidential
- 3-2021 - 5-2023  
SAP ABAP on HANA Consultant at Confidential
- 8-2020 - 2-2021  
SAP ABAP on HANA Consultant at Intellect Bizware Services Pvt. Ltd.
- 12-2019 - 7-2020  
Application Development Analyst at Accenture

## Education

- 2014 - 2016  
Master of Science in Information Technology (M.Sc. IT) from Thakur college Science and Commerce
- 2008 - 2011  
Bachelor of Science (B.Sc.) from Valia College of science and Commerce

## More Information

Social Presence :



Prographics :

Exp : 8 Location : **India** Job Level : **Middle** Designation : **Associate Team Lead at Confidential**

## Insights For Selling To Vivek Kumar

### 👉 During A Call Or A Meeting

#### DO's

- Ask them questions confidently while doing discovery, don't be apologetic
- Refer to testimonials from others in similar positions
- Stress on the business value that your product offers

#### DONT's

- Don't try too hard to get friendly, let it happen with time
- Refrain from asking too many questions
- Do not give up if they are not convinced, try again with a different approach

## 👉 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 Vivek Kumar, 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:** 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 Kumar is

- *Confidence in the product plays an important role, followed by powerful testimonials.*

Will you ever get a clear answer from Vivek Kumar

- *They might hesitate a little, but they will say no if they are not convinced.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Vivek Kumar Move?

- *They are neither the fastest decision makers nor the slowest.*

Can Vivek Kumar Take Some Risk Or Not?

- *Once they have analyzed the pros and cons, they can take some risks.*

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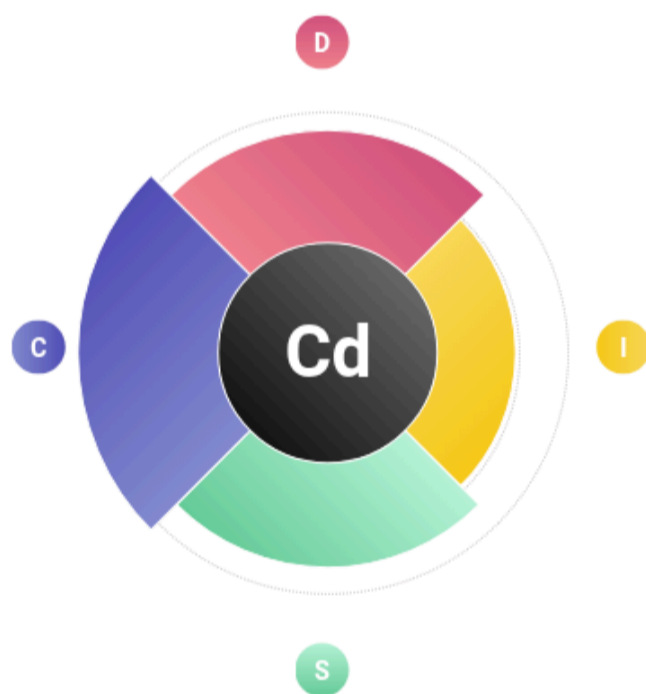
## You And Vivek Kumar

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Vivek Kumar'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.

### 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.