**Saloni Mishra** Sector 50

Noida 201303

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Email: s.mishra@gmail.com

**Profile:**

* More than 10 years of experience in HR solution presales and sales.
* More than 8 years of Solution selling experience across WFM and Healthcare ERP domain with strong product specific focus on SAP Healthcare Solutions, Kronos Workforce Management solutions.
* Experienced in effectively positioning new concepts/solutions in the domestic market.
* Involved in Business Development and customer relationship management along with solution consulting.
* Has managed all India Business Development work & marketing work for & Healthcare ERP IT Consultancy.
* Applauded for excellent performance consistently through various awards, recognitions and promotions
* Perceptive at business development, creating and maintaining strong, long-lasting relationships with key clients.

**Recognition & Rewards:**

* **Performance Recognition Award FY13** for Pre Sales at Kronos Systems India
* **Legend Maker Award** FY14 at Kronos Systems India Pvt. Ltd.
* India Customer Win was first Million Dollar deal for Kronos India

**Career Details:**

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| **Sr. No.** | **Organization** | **Role(s)** | **Duration** |
| 1 | Kronos Systems India Pvt. Ltd. | 1. Channel Sales Exe - India 2. PreSales Consultant | Nov ‘09 - Present |

Responsibilities:

* Responsible for leading Presales activities for North – Business Assessments, Consulting Exercises, Product Demonstrations, Proof of Concepts, Effort estimates, respond to RFI/RFP/RFQ requirements and Scope of work etc.
* Customer Handholding for successful implementation and post go live support.
* Enablement of Team - Partner enablement and development for Sales and Pre sales readiness
* Support Marketing and Collateral development – Case studies, Point of View documents and Publish Articles.
* Involve with prospects in India for positioning and selling Kronos Workforce Management solutions.
* Positioning the product and solution for various deployment options like Cloud, SaaS, On Premise etc to suit customer needs and provide significant value proposition.
* Involve with the Sales teams for understanding customer requirements, presenting Kronos Value propositions, doing product demonstrations, and assessing scope of work for estimating services proposals.
* Working with Service counterparts to work out effort estimates.
* Coordinating with the technical/services team, legal team for document compliance and review sign off, Solution Presentations, Business Assessments, SOW writing
* Engage in the complete sales cycle till closure of the sales with a prospect along with the Sales team
* Business Development Activities for North region
* Worked with Services, Support organization to ensure customer satisfaction

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| **Sr. No.** | **Organization** | **Role(s)** | **Duration** |
| 2 | Crane Global Solutions Limited | 1. Business Manager 2. Key Account Manager | Nov ’07 to September’09 |

**Roles & Responsibilities:**

* Marketing & Business Development
* CRM & key Account Management

**Marketing & Business Development:**

* Leading, mentoring & monitoring the performance of the team to ensure efficiency in process operations and meeting of individual & group targets.
* Conducting training sessions to boost the technical and soft skills of the associates.
* Define strategy with management,
* execute, and manage comprehensive marketing plan encompassing integrated marketing initiatives designed to penetrate and grow targeted markets
* Support to set up the market for the product offerings
* Interacting with customer via telephone, emails, meetings to introduce the product and further requirement understanding.
* Relationship management
* Alliance development ( SAP, Intel, Agfa Healthcare, CMP Medica, IBM, HCL)
* Set up Marketing Collaterals along with technical team
* Market research & Events for Sales
* Utilizing client feedback & personal network to develop marketing intelligence for generating leads.
* Conducting competitor analysis by keeping abreast of market trends to achieve market share metrics.
* Conceptualizing & implementing promotional activities for brand awareness / market development.
* MIS reporting
* Sales, Marketing Budgeting
* Working collaboratively with legal team to prepare alliance agreements, project contracts

**CRM & Key Account Management:**

* Involved in cold calling, lead generation, introducing the product & solution offerings, coordination for demos, requirement gathering for support of proposal making, follow up & coordination for closures.
* Account Management ( Handling the most reputable Account of the organization)
* Responsible for tender response
* Customer grievance handling, coordinating & handling all the issues and concerns of customer
* Maintaining relationships with key decision-makers in target organizations to generate business.
* Interfacing with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.
* Managing activities pertaining to negotiating/ finalization of deals (techno commercial) for smooth execution of sales & order processing.
* Giving Presentation & demonstration to the Key decision makers and other target members of the organizations (potential customers)
* Preparing RFI & response to RFP’s
* Handled Account Receivables

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| **Sr. No.** | **Organization** | **Role** | **Duration** |
| 3 | Soltius Infotech(I) Pvt Ltd | Sales & Marketing exe | July’07 to Oct ‘07 |

Responsibilities:

* Business Development
  + Client Mapping
  + Cold Calling
  + Lead generation
* Sales generation from Manufacturing and healthcare sectors
* Make presentation to corporate clients on the service offerings
* Marketing Collateral Development and enhancement
* Proposal making
* Maintaining relationships with organizational alliance partners like SAP
* Maintaining effective relationships with key clients so as to ensure client satisfaction and generate avenues for additional business
* Implemented reporting system and prepared reports for business analysis
* Market analysis reports preparation to support the new business strategies and plan
* Maintained relationships with key members at the client place both at Chief Officer, IT and finance managers

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| **Sr. No.** | **Organization** | **Role(s)** | **Duration** |
| 4 | Maxonic Consulting | Sr Business Development Exe | Jan 06 to June’07 |

Responsibilities:

**Business Development:**

* Client Mapping, Cold Calling and Client Mining.
* Identifying and exploring key accounts to tap profitable business opportunities.
* Devising and implementing selling strategies and plans to achieve sales & Volume Targets
* Sales generation from IT Sector.
* Make presentations to corporate clients on the services offered and devising the best proposal so as to optimize revenue.
* Maintaining effective relationships with key clients so as to ensure client satisfaction and generate avenues for additional business.
* Implement reporting systems and prepare reports for monitoring business performance.

**CRM:**

* Ensuring maximum customer satisfaction by providing pre/post assistance and achieving delivery and quality norms.
* Interacting & developing rapport with all clients at all levels for maximum client retention and achievement of revenues.
* Handling customer grievances, resolving issues and providing timely clarification of queries.
* Regular interaction with the Sales & HR Dept key persons at the clients place.

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| **Sr. No.** | **Organization** | **Role(s)** | **Duration** |
| 5 | Innodata India Pvt Ltd | Assosiate I&A | June 05 to Dec 05 |

**Role and Responsibilities**

* Contacting the client and taking feedback on the work sent.
* Sharing the feedback with the teams and bringing them up to client’s expectations.
* Contacting new organizations and converting them into clients.
* Finding new ways to improve the input sent.
* Keeping the sales and the processing team well knit through weekly interactions and fun activities to avoid any communication gap.

**Certifications and Trainings**

Did an extensive research and completed a project on **Effectiveness in Performance Appraisal** for the employees of **NHPC** (National Hydro Power Corporation) in six weeks

**Reliance Mutual fund**

**Trainee Sales**

(Jan 2004 – June 2005)

*As a Trainee Sale, my resposibilities include*

* Building Brand recognition in market for RMF
* Relationship Management with advisors to RMF in Rajasthan.
* Business Development and catering to new market areas..
* Promotional Activities for RMF and generating more investments.
* Also handled Internal Recruitment for the organization.

### ACADEMICS

**Professional Qualification:**

MBA (Human Resource & Marketing) from Women’s Institute for Studies in Development Oriented Management (WISDOM), Banasthali Vidyapith in the year 2005.

**Educational Qualification:**

B.Sc from CHARAN SINGH UNIVERSITY, MEERUT in the year 2003

XII from CBSE board, Meerut, U.P. in the year 2000.

X from CBSE Board, Meerut, U.P in the year 1998.

### PERSONAL

* Languages Known : English, Hindi,
* Date of Birth : 15th Dec 1981
* Marital Status : Married
* VISA : US B1/B2 valid until Sep2024
* Passport : Valid until 03/09/2018.