



Prateek Sharma

SENIOR EX. BUSINESS DEVELOPMENT



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LinkedIn URL



Delhi/NCR

SUMMARY

Highly motivated IT Sales professional with a proven track record of 8 years in lead generation, building strong client relationships, and driving revenue growth. Skilled in connecting with C-level executives, conducting successful sales campaigns, and managing escalations. Currently associated with Quarks Technosoft, delivering comprehensive technology solutions as a Sr. Executive Business Development.

KEY SKILLS

Lead Generation
Client Relationship Management
Sales Campaigns
Requirements Gathering
Customer Escalation Management
PR and Marketing
Vendor Onboarding

TECHNICAL SKILLS

Sales Navigator
Apollo.io
LinkedIn
Mailchimp
Social Media Engagement
Media Outreach

EMPLOYMENT HISTORY:

Sr. Executive Business Development

Jun '20 - Present

Quarks Technosoft | Noida, Uttar Pradesh

- Utilised **Sales Navigator** and **Apollo.io** for lead generation and prospecting, resulting in a significant increase in potential client database of more than 800 organisations.
- Successfully connected with **C-level executives** through LinkedIn and executed email campaigns to effectively engage with key decision-makers.
- Onboarded **15+ clients** like Kissht, Razorpay and Eclerx etc.
- Conducted **introductory calls** with clients to gather requirements, understand their needs, and provide tailored solutions.
- Set up meetings** between prospects and technology teams, ensuring smooth communication and coordination during the sales process.
- Demonstrated excellence in handling **customer escalations** and finding swift resolutions to maintain customer satisfaction.
- Managed PR and marketing activities, including **social media engagement and media outreach**, enhancing brand visibility and reputation.
- Oversaw **vendor onboarding** processes for more than 150 vendors, establishing fruitful partnerships to expand the organisation's offerings.
- Spearheaded successful **email campaigns using Mailchimp** to target potential customers and nurture leads.
- Responsible for **managing media and blogs** section of Quarks Website.

Inside Sales Engineer

Oct '19 - Jun '20

E2E Networks Pvt Ltd. | Delhi India

- Sold **cloud Infrastructure** services to new and existing accounts.
- Generated and **closed leads** while handling demonstrations and escalations.
- Cross-sold** and upsold services to clients.

Sr. Executive (Sales)

Nov '17 - Jul '19

Citixsys (iVend 365), | Noida, Uttar Pradesh

- Sold SAAS-based Point of Sale solutions** to SMEs.
- Set up meetings with retailers through **internet research**, yellow pages, and walk-in meetings.
- Provided **demonstrations** to retailers and assisted them in onboarding.
- Handled **escalations**.

Executive Seller Ops

Jun '15 - Aug '16

Golbibo | Gurgaon, Haryana

- Managed hotel **booking escalations** and handled hotel sold out and rate parity issues.

- **Negotiated** with guests and hoteliers in case of sold-out situations.
 - Confirmed bookings.
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EDUCATION

PGDM in Marketing & Management

Apr '13 - May '15

Institute of Marketing Marketing & Management, | Delhi, India

Bachelors of Business Administration

Apr '10 - Apr '13

BPIBS (IP University) | Delhi, India

ADDITIONAL INFORMATION

- Blogging: Regularly maintain a technology-focused blog where I share insights on IT sales strategies and emerging industry trends. Crafting engaging content has honed my communication skills and strengthened my ability to effectively communicate complex concepts to potential clients.
 - Sports: Actively participate in team sports, including cricket and basketball, fostering teamwork and leadership skills.
 - Community Service: Volunteer at local non-profit organizations, contributing to fundraising events and community outreach programs. Engaging with diverse groups of people has enhanced my interpersonal skills and adaptability.
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