

Lathish

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Summary

Experienced Business Development professional with over 10 years in the competitive SaaS industry, specializing in ERP, WMS, OMS, TMS, LMS, POS and institutional tools. Adept at driving revenue growth, fostering client relationships, and managing diverse product portfolios. Demonstrated proficiency in devising sales strategies, lead generation, and closing deals to meet and exceed organizational targets. Proven ability to effectively manage and lead teams, guiding them to success while adapting to market trends and delivering outstanding results. Eager to leverage extensive experience and leadership expertise to contribute effectively to a dynamic and growth-focused team.

Experience

Manager Business Development

Precision Pyramid - Pyrops

July 2023 - Present

- Managed lead generation initiatives for a complete suite of supply chain solutions, including WMS, OMS, TMS, DMS, and financial tools.
- Facilitated team collaboration to identify and pursue high-quality leads.
- Engaged directly with clients to demonstrate solution applicability and benefits.
- Cultivated relationships to ensure client needs were met and solutions were effectively aligned.
- Conducted detailed product demonstrations and customized proposals to address specific client requirements.
- Implemented strategic sales plans focused on value proposition and ROI.
- Negotiated contract terms, pricing, and service agreements to align with client expectations and company goals.
- Successfully closed deals by meeting client requirements and providing clear documentation.
- Maintained post-closure follow-up to ensure client satisfaction and foster long-term relationships.
- Monitored client performance and satisfaction to refine future strategies.

Enterprise Manager

Goody

August 2020 - March 2023

- Led a team of 7 sales professionals and managed relationships with 15+ channel partners.
- Oversaw lead generation efforts both online and offline for two products: custom SaaS solutions and TMS (Transportation Management System).
- Implemented strategies to effectively engage prospects and convert leads into sales.
- Conducted detailed product demonstrations and customized proposals to address specific client requirements.
- Successfully closed deals by meeting client requirements and providing clear documentation.
- Fostered collaboration between internal sales team and channel partners to maximize sales opportunities.

- Analyzed market trends and customer feedback to refine lead generation tactics and improve sales performance.

Key Account Lead

Lalamove

July 2019 - July 2021

- Spearheaded key account management efforts, directing two teams—field sales and inside sales—to generate leads and drive sales conversions.
- Orchestrated collaborative strategies between field and inside sales teams to optimize lead generation and maximize sales outcomes.
- Implemented performance metrics and conducted regular evaluations to ensure sales targets were met or exceeded.
- Cultivated strong relationships with key clients to understand their needs and provide tailored solutions, resulting in increased client satisfaction and retention.
- Provided guidance and mentorship to both field and inside sales teams to enhance their skills and effectiveness in lead generation and sales processes.

Team Lead

Medlife

November 2016 - May 2019

- Responsible for overseeing operations and ensuring timely execution to maintain operational efficiency.
- Monitored daily operations to ensure adherence to quality standards and protocols.
- Implemented process improvements to enhance productivity and reduce operational costs.
- Coordinated cross-functional teams to streamline workflows and improve overall efficiency.

Sales Representative

Elbex

March 2016 - November 2016

- Acted as a Sales Representative, actively generating leads, executing sales, and managing billing processes to ensure seamless operations.
- Prospected new clients through various channels to expand customer base and increase sales opportunities.
- Developed and maintained relationships with existing clients to foster repeat business and ensure satisfaction.
- Utilized CRM software to track leads, opportunities, and client interactions to streamline sales processes.

Sales Representative

United India Insurance Co. Ltd

March 2014 - January 2016

- Specialized in identifying and engaging potential insurance buyers among top-level and mid-level professionals.
 - Conducted market research to identify target segments and potential clients.
 - Developed targeted marketing strategies to reach and convert identified prospects.
 - Utilized networking events to expand professional connections and generate leads.
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Skills

- Sales Management
 - Client Relationship Management
 - Lead Generation
 - Team Leadership
 - Market Analysis
 - Communication
 - Problem-Solving
 - Time Management
 - Negotiation
 - Adaptability
 - Targeted Marketing
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Education

Bachelor of Commerce
Mangalore University - Sharada College
2012 - 2015

PUC - Commerce
Mangalore University - Parijnan Pu College
2010 - 2012

Languages

- Hindi: Native Speaker
 - Tulu: Native Speaker
 - English: Proficient
 - Kannada: Proficient
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