



Devanshi Gajjar

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Date of Birth: 4th December 1992

A passionate IT sales professional with 4.5+ years of experience in various sectors with different roles like Sr. Territory Sales Executive, Sr. Officer – International sales, Sr. Business Development Executive who provide the optimum solutions to clients while striking a balance of value and ethics.

SKILLS

Lead Generation | Detailed Prospecting | Sales Pitch Development | Customer Relationship Management | Team management | Time management | Quick Learner | Adaptive to new technologies | Good Written and Verbal Communication skills

PROFESSIONAL EXPERIENCE

Cygnnet InfoTech Pvt. Ltd.
Sr. Business Development Executive

Aug'2019 - Present

Working closely with CXO level and offering them the right technology-enabled product/service which suffices their requirements. Focusing on detailed prospecting and lead generation to create the sales pipeline. Handling activities starting from lead generation, lead nurturing, requirement understanding, offering the right solution, closing the deal, and post-sales communications.

Joined Cygnnet as a Business Development Executive and was promoted to Sr. Business Development Executive in Oct'2021.

Roles & Responsibilities

- Conducting extensive market research in Germany and identifying potential business opportunities. (Finding the right companies and relevant CXO level POC using different data mining tools like Sales Navigator, Xing, Apollo, etc.)
- Running customized email & LinkedIn campaigns for building relationships with high potential prospects by maintaining all the GDPR guidelines.
- Focusing more on initiating the conversation with prospects by highlighting their key pain areas and helping them with the right technology solutions/services.
- Consistently following the potential CXO and management POCs for bringing them on an introductory call where I can propose the right technology solution or services.
- By leveraging Cygnnet's technology capabilities, guiding potential prospects over video meetings, and solving their concerns around Cygnnet's products, services, different engagement models, pricing, etc.
- Coordinating and following up with potential leads time-to-time.
- Maintaining and updating all the leads, potential prospects, and customer data over CRM in a timely manner.
- Nurturing high potential leads and guiding them through the entire sales cycle starting from requirement understanding to winning the deal and managing client relationships after-sales.
- Attending networking events to attract and retain clients.

- Assisting with marketing and promotional projects.
- Mentoring a team for lead generation, client communication, cross-team communications, different processes, and sales cycle.
- Working closely with the manager to ideate the new sales & marketing strategies to grow the business.

International Institute of Management and Technical Studies
(Burly Institute of Global education and research private limited)
Sr. Officer - International Sales

Jun'2018 - Aug'2019

Focusing on activities like customer acquisition, lead generation, and prospect management. Searching clients through business referrals, social platforms, websites and providing prospective customers/clients with all services offered and additional presentations as needed. Working with clients to create solutions for their needs and consult throughout the sales process.

Roles & Responsibilities

- Identifying, qualifying, and securing business opportunities, coordinating business generation activities, and developing customized targeted sales strategies.
- Generating new leads using Mass mail and Social media (LinkedIn, WhatsApp, and Facebook).
- Building business relationships with current and potential clients.
- Understanding client needs and offering solutions and support, answering potential client questions and follow-up call questions, and responding to client requests for proposals (RFPs).
- Collaborating with sales and leadership to secure, retain, and grow prospects.
- Creating informative presentations, presenting, and delivering information to potential clients at client meetings (if there is a visit), face to face counseling.
- Creating and maintaining a list/database of prospect clients, maintaining a database of prospective client information.
- Cold calling, making multiple outbound calls to potential clients, closing sales, and working with clients through the closing process.
- Meeting all quotas for cold, active, and inactive calls, appointments and meeting or exceeding annual sales goals.
- Maintaining a pipeline of all sales administration.
- Collaborating with management on sales goals, planning, and forecasting; maintaining short- and long-term business development plans.

Telenor (India) Communications Pvt.Ltd.
Sr. Territory Sales Executive - Sales & Distribution

Dec'2015 - Jan'2017

Building business within the territory using a variety of sales techniques. Targeting potential customers and assessing opportunities for sales. Increase sales revenues and maintain customer relationships within an assigned geographical area.

Roles & Responsibilities

- Devise effective territory sales and marketing strategies.
- Analyzing data to find the most efficient sales methods for driving daily business activities.
- Meeting customers on regular basis to address concerns and provide solutions.
- Discover sales opportunities through consumer research.
- Present products and services to a prospective customer.

- Participate in industry or promotional events (e.g., trade shows, umbrella activities) to cultivate customer relationships and create brand awareness.
- Conduct training in sales techniques and company product attributes for FOS.
- Assess sales performance according to KPIs.
- Monitor competition within assigned regions and execution of marketing strategies to cope with market competition.

EDUCATION

1. **Bachelor of Engineering** (Electronics & Communication), **2014**
Government Engineering College
Gujarat Technological University, Ahmedabad, Gujarat
2. **Master of Business Administration** (Marketing), **2016**
Som-Lalit Institute of Management Studies
Gujarat Technological University, Ahmedabad, Gujarat

PROFESSIONAL DEVELOPMENT

- Business communication Training - Feb 2022
- LinkedIn – The 52 Best Sales Prospecting Tips – 2021
- Advance Power-Point Training - 2021

HONORS/AWARDS

- IIMT Studies: Earned **Newcomer of the year 2018-19** for contribution to the category of Highest Revenue and Highest Enrollments among newcomers.

I hereby declare that the information mentioned above is true to the best of my knowledge.

Place: Ahmedabad

Devanshi Gajjar

“Life is like a Gift from God, and how we live is a Gift to God”

