

Accomplished **Enterprise Sales Manager** offering **5 years of experience** developing and maximising **SAAS sales**. Diligent in building and retaining accounts by providing support and attentive service. Expert in creating marketing strategies and merchandising to achieve market penetration. Successful record of expanding network connections through persuasive brand imaging. Highly proficient in interacting with Enterprise clients from Executive level to CXOs. Experienced with various Sales cycle management from Lead generation - PreSales - Demos - Pricing and contract negotiations. Actively seeking better opportunities in Enterprise Sales, Fintech Sales and SAAS Sales.

Work History

2016-12 -
Current

Senior Sales Manager

Happay.in, Pune, Maharashtra

- Accomplished sales goals by 135% QoQ Consistently for period of 6 Qs generating average revenue of \$88k through product knowledge and **customer relationship management** in 2019
- Forecasted sales of \$ 100k and set successful policies to achieve 116% of objective; received **Top Guns** award in Oct'19 for achievement more to original forecast
- Established relationships within **Fortune 500** Companies and other strategic accounts like Bajaj Auto, ABB Group, Anand Group, Minda Group, Kion India, Bharat Benz, Kolte Patil Developers, Hoerbiger India, Praj Industries, BVG India etc. resulting in **48% increase in sales revenue**; received **Mr. Perfect** award in Aug'18 for same out of 50 employees
- Expanded sales by 40% through **innovative selling techniques** such as Making Customer Hero, Challenging Status quo, Selling Existing Customers Experiences
- Guided team of 7 Inside Sales Executives in **Event Campaign driving** increment of \$185k sales
- Brought in more than \$50,000 in sales in less than 3 months of joining in 2017
- Introduced and managed leads through **multi-pronged approaches** like corporate marketing campaigns, online marketing, event participation, ads,

Abhishek Panwala

Enterprise Sales
Manager

Contact

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Skills

Team Management

Market Research and
Penetration

Business Planning

New Business Development

Key Account Management
and Retention

Customer Relationship
Management

P&L Management

Contract Negotiations

Budgeting and Forecasting

and content in industry publication, customer referrals and cold channels such as LinkedIn

- Built regional relationships and **go to market plans** with Partners- HDFC & RBL Bank, FCM Travel Solutions, Riya Travels, Way2Cloud Solutions to supplement **direct sales** and traditional channel functions for Happay's market leading Spend Management Automation Solution
- Worked & Managed region's **P&L** as set by Senior Management

2015-05 -
2016-10

Sales Manager

Megavenues.com, Pune, Maharashtra

- Ensured business development in 10 assigned cities by enlisting venues, vendors & restaurants on various revenue models
- Supervised team of **3 Relationship Managers** in Pune and trained **15 Sales Executives** across India
- Led effective on-boarding of more than **250 partners**
- Managed successful execution of **Megaprivilege** Ultimate Program – key to savor city, onboarded 52 restaurants in 2 months
- Devised **strategic plans** to achieve sales target and increase customer base; established initial sales revenue for restaurants
- Liaised with customers to understand their needs, resolve their queries and ultimately maintain long-lasting relationships through CRM infrastructure

Education

2013-06 -
2015-03

PGDM : Marketing & Operations

Institute Of Management Technology - Nagpur

- Graduated with 65.37%

2008-06 -
2012-05

Electronics And Communications Engineering

C.K.Pithawala College Of Engg & Tech - Surat

- Graduated with 70.80%

Software

Salesforce

MS Excel

MS Powerpoint

Languages

English

Hindi

Gujarati

Marathi