

SHABARI SANTHOSH

"Proficiency in formulating, developing and implementing annual business plans & strategies to ensure attainment of revenue goals and profitable sell-through"

State Sales Head with an unmatched track record of effectively spearheading all aspects of , **Strategic Sales & Marketing, Business Development, Revenue Enhancement, Product Launches, Channel Management and Product Development**

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CORE COMPETENCIES

- Educational sales Leadership
- P&L Management
- Strategic Sales Head
- Annual Business Planning & Budgeting
- Key Account Management
- Channel & Distribution Management
- B2B and B2C Sales
- Business Development & sales planning
- ELearning Sales Leader
- Market & Competitor Analysis
- Customer Relationship Management
- Team Management & Leadership



PROFILE SUMMARY

- **Leadership Boulevard Pvt Ltd.(Lead Schools)**
 - Established & setup a new organization with a 3 member team and Achieved the revenue of INR 6.8 Cr for FY19 with 91% collection rate
 - Successfully on board 16k parents to the platform and created a strategic plan for continuous engagement
 - Responsible for building Telangana Sales team from 3 to a team of 25 with 4 Cluster heads, 15 Area managers, 2 Key Account Managers , 4 Relationship managers.
- **XSEED Education Pvt Ltd.**
 - Accelerated sales conversion rate from 11.6% to 23.4% with new sales tools and initiatives
 - Acted as a top revenue contributor in the country for 2 consecutive years FY17 (5.2Cr) and FY18 (4.9Cr)
 - Attained the highest collection rate in the industry with 93% collections in place
- Led the state Sales strategy, translated product and business strategies into executable plans and drove implementation in Karnataka region with a team of six members
- Worked closely with Existing partners on custom marketing programs that resulted in revenue enhancement from INR 75 Lakhs to INR 1.8 Crs
- Formulated and executed go-to-market strategies that leveraged tremendous opportunities in terms of growth in revenue from 12 Schools to 150 Schools
- Proven track record of increasing revenues, streamlining workflow and creating a team environment to increase productivity

ORGANIZATIONAL EXPERIENCE

May' 18 to Jan' 20

Leadership Boulevard Pvt Ltd. (Lead Schools), Hyderabad, Telangana as State Sales Head

- Develop the business plan and execute the sales strategy.
- Cost efficient customer acquisition and ensuring high volume of daily transactions.
- Build & manage a strong sales team with deep understanding of consumer buying, marketing tools
- Collaborate and provide support to other functional teams to achieve company objectives.
- Providing necessary training to the sales force on product knowledge, customer dealing and handling.
- Define, track and improve key metrics. Collate and analyse key daily/weekly/monthly data on various performance parameters and report key findings.
- Directly supervise the activities of the sales team, ensuring that staff is on task, counsel and motivate staff to increase activity and productivity.
- Ensuring smooth collection of payments from schools & Handling Escalations.
- Lead inside sales team for having healthy pipeline

Aug' 16 to May' 18

XSEED Education Pvt. Ltd., Bengaluru as Senior Sales Manager

- Develop plans and strategies to achieve growth and hit sales targets by successfully managing the sales team in Karnataka
- Responsible for lead generation, carrying out meetings with key stakeholders, product demo, proposal building, negotiations and closure of deal
- Sales Activity Reporting - ensuring the timely recording, tracking and reporting of all sales activities and customer/competitive information to the senior management
- Pipeline Management & Forecasting - provide an accurate forecast of personal/team sales results. Continuously review all opportunities in the sales pipeline and advance the stage of the sale to provide an accurate record of sales activities and monthly results that roll-up to the sales forecast
- Maintaining strong relationships with existing accounts to enable cross-selling, Up-selling.
- Relationship management with client schools and ensuring higher level absorption of the program by teachers and school to meet program extension and renewal target.



PREVIOUS EXPERIENCE

Dec' 15 to Aug' 16

Accenture India, Bengaluru as Offering & Delivery Analyst

Oct' 14 to Dec' 15

Happiest Minds, Bengaluru as Inside Sales Lead

Feb' 12 to Oct' 14

Juniper Networks Pvt. Ltd., Bengaluru as Sales Operations Analyst



EDUCATION

- **AGMP** from Indian Institute of Management, Ahmedabad in **2020**
- **PGDM International Business** from Institute of Finance International Management Business School, Bengaluru in **2012**
- **B.Com.** from Kakatiya University, Telangana in **2010**



PERSONAL DETAILS

DOB: 14th August 1989

Languages Known: English, Telugu, Kannada, Hindi

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