

Ratika Narayane

Insight Sales / Account Management / Business Development

Phone: +91 9665652531 | Email: ratikanarayane@gmail.com

Profile Summary:

- Highly accomplished Business development professional with over **7.5+ years of experience in Sales, Business development and account management.**
- Proven track record of prospecting and converting new clients, resulting in a substantial increase in revenue streams. Adept at closing over **200+ new deals** and achieving a remarkable 300% revenue growth.
- Consistently generating monthly revenues ranging from **USD 90-120K per month through both fresh and repeat deals**, leading to consecutive **outstanding associate awards 4 times.**
- Closed the company's **largest deal to date at \$150K** by building consensus among 6 stakeholders.

Key Skills Summary:

Business development professional with experience in Insight sales, Prospecting, Account Mining and Key Account Management, Sales strategy : Cross selling and upselling, Account Mining, Sales pipeline management, Business presentations, Lead generation, Forecasting and closing deals, New B2B business development (SaaS and B2B Tech industry), Relationship Building, Strategic planning Team handling / Team management Skills, SaaS sales / Cloud Sales / IT Infrastructure sales / Network Sales, Customer Acquisition, Demand Generation, Market research, Account Based Marketing, Lead Qualification, CRM Management, Email Marketing, LinkedIn Campaigns, Email Campaigns, Cold Calling, Business Planning & Forecasting, C-Level Engagement, Commercial Negotiations, Client Relationship Management, Business Strategies, forecasting and business planning, Customer Relationship Building, Strategic Account Development, Large Account Management, Channel Partner Engagement, Go-to-Market Strategy

IT/Software Tool

CRM Tools: Salesforce, Microsoft Dynamics, Marketo, HubSpot

Sales Tools and Marketing platform : Sales forecasting tools, pipeline management software, 6Sense, Demandbase, Terminus, DiscoverOrg, LinkedIn Navigator, ZoomInfo, Jira and other marketing tool etc

Technical Knowledge : IT services, Cloud solutions, Network SD WAN, Network, SaaS products, Security etc

Professional Experience:

Tata communication limited, Pune

Feb 2024 - June 2024

Assistant Manager Insight Sales and Account Management (Digital)

- Managed a portfolio of **550+ key accounts from India (South) Geo**, consistently exceeding quarterly revenue targets by 15-20%
- Delivering **Revenue Targets and Pipeline Growth**. Selling experience in, IT service - **Digital, Cloud transformation, Network, Security, SDWAN etc**
- **Account Management** : Spearheaded the development of personalized digital offerings for existing clients, resulting in a 20% increase in average spend per customer and a 30% growth in customer lifetime value.
- Identifying requirements and **digital sales opportunities** in the region
- Understanding the market needs and expectations.
- Responding to and following up on **sales enquiries Monitoring and reporting on customer feedback, market and competitor activities** and providing relevant reports and information.
- Capturing qualified opportunities in **SFDC and growing strong pipelines**.
- Proactively analyzing the problem area internally with the product and solutions team, setting up **periodic calls between, sales, legal, commercial, solution and product to propose the desired solution to customers**, prioritizing on key opportunities to gain **faster closures**. Keeping up to date with products and competitors

BizKonnnect Solution Pvt Ltd, Pune

Jan 2018 - Jan 2024

Team Lead : Business Development

- Proven track record of prospecting and converting new clients, resulting in a substantial increase in revenue streams. Adept at closing over **200+ new deals** and achieving a remarkable 300% revenue growth.
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- Define : Account-Based Marketing strategy and execution planning. Run various **marketing campaigns for lead generation**.
- Responsible for increasing net profits of the company over the course of 6 years.
- **Generating Leads:** Sales representatives are responsible for identifying and generating potential leads and prospects through various channels, such as cold calling, email marketing, social media, and attending industry events.
- **Sales Presentations:** Delivering compelling and persuasive sales presentations to showcase the company's products or services, highlighting their unique selling points and benefits to potential customers.
- **CRM Utilization:** Utilizing Customer Relationship Management (CRM) software to manage leads, track interactions, and maintain accurate customer records.
- **Market Research:** Conducting market research to stay updated with industry trends, competitive offerings, and customer preferences.
- **Sales Reporting:** Preparing and submitting regular sales reports and forecasts to management to evaluate performance and make data-driven decisions.
- Work cross-functionally with Marketing, Product, Creative, Sales Operations, and Sales stakeholders to understand, gather, and execute toward monthly, quarterly, and yearly lead generation targets

AUV Technology, Nagpur

Jan 2016 - May 2017

Business Analyst

- Work on Bidding portals like Upwork, Freelancer and Guru etc.
- Handle Business Development activities for Web development, Mobile Development & SEO related services.
- Experience in Proposal Writing for bidding, Follow ups with clients, Requirements Gathering along with manage Cost & Time Negotiations with the clients and successful
- Leads conversion. Prospect for potential new clients and turn this into increased business. Research and build relationships with new clients.

EDUCATION

- Master of Business Administration (MBA) - Marketing and Finance : RTMNU
University Nagpur Year 2015
- Bachelor of computer science and engineering (BE) - RTMNU University Nagpur Year
2013

Work Authorization: Indian Citizen