

Sagar Shrivastava

Product Specialist

Experienced and result driven professional with 3+ years of experience in selling technology solutions and services. Overall 5 years of experience in sales and marketing industry, adept at driving revenue growth through sales strategies, engaging presentations. Proven ability to understand customer needs, deliver tailored solutions and exceeding sales targets. Strong communication and interpersonal skills with master's degree in Business Development and Marketing. Keen interest in IT products and software services, with ability to effectively communicate technical information to all fields of clients.

✉ shrivastavasagar14@gmail.com

☎ 9713022480

📍 Indore, India

WORK EXPERIENCE

Product Specialist

eClinical Works

04/2024 - Present, Indore

- Conduct market research to understand customer needs, market trends of SaaS based products. Work closely with clients to gather and analyze their technical business requirements and propose a solution which is technically feasible and can be delivered within the clients timeline and budget. Develop an in-depth understanding of the product including it's features, benefits and competitive positioning.
- Develop and implement sales strategies to achieve growth targets. Create product demonstration to showcase the capabilities and unique value features of the product to potential clients and contributed to a high conversion rate. Continuously refine and improve the sales process from lead generation to closing deals. Be a part of customer lifecycle from lead generation to product pitching, client onboarding and post sales experience.
- Preparation and submission of Request for Proposal (RFP) and Request for Information (RFI) in collaboration with multiple teams to ensure data accuracy in the proposal. Participate in pre-bid meetings. Manage large accounts by providing multiple rounds of product demos to CXO and relevant stakeholders.
- Work closely with the product management team to understand the new enhancements, bug fixes, client customization. Test run cases along with the technical team to ensure that customer needs are reflected in product designs and features to achieve customer satisfaction. Provide a smooth post - sales experience to the customer by providing all the necessary documentation and training.
- Prepare and present regular sales report to senior management, highlighting performance of the team. Maintain a detailed document of client requirements, solution designs, techno-functional specifications.

Senior Business Development Manager

Healthplix Technologies

05/2023 - 03/2024, Indore

RNR Winner for Q1'23

- Managed a portfolio of over 100 clients, consistently exceeding the sales target by 25% for Indore region in Q2'23. Understood the market requirement and helped numerous single speciality and multi-speciality doctors to digitize their clinics and hospitals by using the revolutionary EMR technology used by Healthplix.
- Conducted product demonstration and presentations to potential clients, highlighting the benefits of our SaaS based IT solution and providing product knowledge for the long term. Gave persuasive sales presentation to C - Level executives to capture the market and understand the

requirement.

- Utilised CRM software(Salesforce, ZOHO) to track sales, leads and maintain customer records and interactions, forecast sales for the week and subsequently for the month. Prepared and delivered regular sales reports and updates to senior management, providing a monthly and weekly snapshot of the KPI.
- Conducted in-depth demonstrations and technical presentations for potential clients. Assisted in developing proposals, RFP and other sales documents to effectively communicate the value of the product.
- Provided technical expertise and support during the sales process, working closely with the sales teams to understand the client requirements. If there are any customization required then understanding the feasibility and pitching the scope of work to marketing and product development team.
- Conducted regular check-ins with clients to assess IT needs and identify growth opportunity within the same account. Provided exceptional customer service by maintaining a strong relationship with the clients and resolving concerns in a timely manner. Maintain and expand client database through referral channel, Website Visit and App Usage.

Sales Manager

NirogStreet

08/2022 - 04/2023, MP

- Responsible for leading Bhopal Region team and collaborating with doctors in Bhopal and nearby regions. B2C Sales target based role, helped the team to achieve targets by understanding the market and timely resolve any roadblocks. Overachieved monthly targets by 40% for consecutive 2 months.
- Conducted market research and analysis to identify new business opportunities and stay updated on competitor offerings. Collaborated with Marketing team to develop growth strategy and promotional materials. Mentored and trained junior sales representative and contributed to overall sales target for the region.
- Use CRM tools to maintain customer data, demand forecast and lead generation. Prepared weekly reports and presentations about the growth and sales numbers for the region.
- Lead negotiations and close deals with high value clients ensuring favorable terms that meet company profitability goals. Continuously refine and improve the processes from lead generation to closing deals, to increase efficiency and effectiveness.

Sales Manager

Propelld

04/2021 - 07/2022, Pune

- Singlehandedly managed the growth of Propelld in Pune as the only sales manager for the region. Introduced the Fintech company amongst the leading education institutes like Akash, Byju's and Allen.
- Led account planning strategy sessions aimed at retaining and acquiring customers and increasing business opportunities. Conducted team meetings of 10+ people to reinforce goals, objectives and set clear expectations about policies and procedures. Closed lucrative B2B sales deals using strong negotiation and persuasion skills.
- Participated in regular team meetings and contributed the development of sales strategies and lead generation. Utilized effective sales techniques such as understanding the domain of the client, relationship building and gap areas to close a deal.
- Conducted multiple digital marketing campaigns to build presence in the market which helped in identifying and engaging with the target audience.

Business Development Associate

Life Insurance Corporation Of India

09/2020 - 03/2021

- Provided various Life Insurance Service like General Insurance, Life Insurance and House Loans. Acted as an intermediary between LIC and customer to explain the benefits of insurance.
- Ensured to have a good communication channel between the customers and provide most useful and effective insurance options. Generate leads through referral and claim officers.
- Follow up with prospects to convert them by using strategy that is explicitly tailored to a specific customer. Ensured that the customer is consistent with their payments so that there is no loss while claiming benefits. Assist customers for claim settlements by explaining the correct process and documentation especially during COVID-19.

CERTIFICATIONS

IBM CE - Learning Digital Marketing

IBM CE - Learning Descriptive Analysis

IBM CE - Learning Predictive Analysis

EDUCATION

PGDM - Marketing

Dr. D.Y. Patil Business School, Pune

B.Com

Bhopal School of Social Sciences (BSSS)

SKILLS

Sales Strategy Development	Growth Analysis
Negotiation & Closing Skills	Team leadership & Mentoring
Lead Generation	Prospect to Client Onboarding
Problem Solving Skills	Adaptable & Fast Learner
Relationship Building	Presentation and Product Demonstration
CRM Software	RFP and RFI response