

PRAJAKTA CHALUKYA

SENIOR BUSINESS DEVELOPMENT EXECUTIVE

CONTACT

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 Pune, India

SKILLS

Communication

End to End sales handling

Relationship Management

Customer success

Strategic thinking

EDUCATION

PGDM (Marketing)

Indira School of Business Studies

2019-2021

BCA

Sinhgad College of Arts, commerce
And Science

2016-2019

LANGUAGES

English

Hindi

Marathi

PROFILE

Result-driven Senior Business Development Executive driving revenue growth through strategic sales, adept client relationships, and cross-functional leadership. Deep understanding of market dynamics for trend identification and competitive advantage. History of exceeding targets, delivering compelling presentations, and navigating complex sales cycles. Technologically savvy with CRM proficiency, committed to continuous learning, and contributing a results-driven approach to dynamic organizations.

WORK EXPERIENCE

Senior business development executive

PibyThree Consulting Services Private Limited

Nov 2024 - Present

- Creating sales pitch decks and PowerPoint presentations for client meetings.
- Handling the end-to-end sales process, from lead generation to deal closure.
- Managing staff augmentation requirements and collaborating with clients to fulfill needs.
- Handling alliance partnerships to drive business growth and expand opportunities.
- Networking and building relationships by attending industry events and seminars.
- Visiting clients for meetings to strengthen relationships and discuss opportunities.
- Taking introductory calls to understand client requirements and present solutions.
- Conducting cold calls to generate leads and establish initial client contact.
- Executing email marketing campaigns to engage potential clients and drive sales.
- Reaching out to prospects on LinkedIn to build connections and explore opportunities.

Senior business development executive

Dataeaze Systems Pvt Ltd

Feb 2021 - Oct 2024

- Leading business development efforts in domestic and international markets, driving growth and expanding market presence. Developed tailored strategies to capitalize on diverse market opportunities, boosting sales and revenue. Proficient in navigating market nuances to achieve strategic objectives and foster strong client relationships.
- Spearheading lead generation efforts through different platforms like LinkedIn (sales navigator), Zoominfo, Lusha and Apollo etc increasing qualified leads.

- Developing and implementing comprehensive cold-calling strategies.
- Executing targeted email marketing campaigns.
- Streamlining the entire sales cycle, from initial prospecting to final deal closure, resulting in increased revenue.
- Handling presales operations, encompassing client presentations, preparation of case studies/use cases, proposal development, needs assessments, and solution demonstrations.
- Creating compelling proposals tailored to client needs.
- Conducting successful commercial negotiations, achieving favourable terms and agreements.
- Engaged in social media marketing, including crafting posts and videos with tailored content.
- Leading staff augmentation initiatives.
- Mentoring team members to refine their skills and expertise through personalized guidance.
- Cultivating strong client relationships and implemented effective lead nurturing strategies to drive engagement and maximize sales opportunities.
- Implementing upselling and cross-selling strategies to maximize revenue and enhance client satisfaction.
- Skilled in conducting thorough market research to identify trends, analyze competitors, and uncover growth opportunities, aiding strategic decision-making.
- Ensures customer success through proactive relationship management and tailored solutions, driving satisfaction and retention.
- Hands-on experience with CRM tools and sales report generation.

Sales Intern

Febina Group of Associates

June 2020 - Aug 2020

- Lead generation through market research.
- Engaged in client outreach via cold calling, email campaigns, and appointment scheduling.
- Deal closure by assisting in negotiations and coordinating follow-up activities.

Sales Intern

Arthayan Bizfinmart Pvt Ltd

May 2020 - July 2020

- Lead generation through market research.
- Engaged in client outreach via cold calling, email campaigns, and appointment scheduling.
- Deal closure by assisting in negotiations and coordinating follow-up activities.

QA

Concept Research Media Tech & Info Solution Pvt. Ltd

May 2020 - June 2020

- Reviewed content accuracy
- Analyzed performance metrics

CERTIFICATIONS

- Snowflake Sales Professional Accreditation
- Aws Accrediated Business
- Branding Foundations
- Building an Integrated Online Marketing Plan
- Lead Generation Foundations
- Social Media Marketing: Strategy and Optimization