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RACHIT GUPTA

Professional Summary

Experienced sales expert with a stellar 8-year record of accomplishment in driving sales for SaaS & PaaS solutions for SMB & Enterprise market both inbound & outbound for (Domestic & International) markets. Proficient in end-to-end sales strategies, cold calling, solution selling, product demonstrations and account management. Demonstrates mastery in Salesforce, Hubspot & Zoho CRM leveraging innovative tools like Sales Navigator, Zoom Info, Lusha, Apollo, Get Prospect & Signal Hire for exceptional market research and lead generation.

Skills:

- ❖ Lead Generation
- ❖ Account Management
- ❖ Communication Skills
- ❖ Collaboration & Teamwork
- ❖ Presentation & Pitching
- ❖ Problem Solving
- ❖ Relationship Building
- ❖ Sales & Negotiation

Work History-

Account Executive - Salesforce PDO

May2022 - Dec2022

Ceptes Software - Bengaluru

- ❖ Conducted thorough market research to identify potential customers and generate leads for Salesforce PDO
- ❖ Collaborated with cross functional teams, including market and product development, to align sales efforts with overall business objectives
- ❖ Delivered persuasive sales PPT & product demos to highlight the value & advantages of Salesforce PDO for potential clients
- ❖ Deep understanding of the B2B AppExchange platform & its benefits for business
- ❖ Skilled in devising sales strategies, negotiating contracts & driving revenue growth

Sr. Business Development Manager

Jan2020- April2022

Smile IT Solutions - Noida

- ❖ Proven success in generating domestic and international business opportunities by connecting with C&D level executives & addressing their pain points.
- ❖ Self-generated 157 leads in first 90 working days with closure of 51 lakhs via outbound.
- ❖ Managed and nurtured relationship with key clients, securing repeat business & driving customer satisfaction.
- ❖ Led a sales team of 8 members, exceeding targets & driving consistent sales growth
- ❖ Conducted market analysis to identify market gaps & develop strategies to outperform competitors

Account Manager (Microsoft Contractual Employee)

Mar2019-Dec2019

Majorel - Gurugram

- ❖ Proven experience in developing and managing key accounts, successfully handling SMB & Enterprise market accounts including SMC Corporation(\$86K), Channelplay(\$50K), Cars24(\$26K), OLX(\$40K) & Citykart(\$21K)
- ❖ Managed a high volume of 60-80 accounts monthly, demonstrating strong organizational skills

- ❖ Achieve impressive revenue milestones with successful management of SMB & Enterprise market accounts, totalling \$170K in sales quarterly.
- ❖ Meticulously maintain detailed contact logs and account records using PLMT for efficient account management.

Sr. Ex. Business Development

Jan2017-Feb2019

Adreno Technologies - Gurugram

- ❖ Accomplished in generating business across international markets, driving increased profitability through successful monetization of dormant leads.
- ❖ Managed the end-to-end sales process and led an inbound and outbound sales team, consistently arranging 8-12 appointments per week.
- ❖ Strong track record of engaging with C-Level executives and senior management, influencing key decision-making process and fostering successful relationships
- ❖ Demonstrated in maintaining client notes in Salesforce and played a leadership role in developing innovative sales techniques with a team of 7 members.

Business Development Executive

Feb2015- Dec2016

YNG Media Pvt. Ltd. - Gurugram

- ❖ Cold called and drove business growth Across AUS,UK, UAE resulting in exclusive sales from new customers
- ❖ Consistently generated 8-10 qualified leads monthly, showcasing strong lead generation & prospecting skills
- ❖ Proficient in utilizing Zoho CRM for streamlined operation.
- ❖ Secured two significant projects worth \$45K from Dubai & Abu Dhabi showcasing strong negotiation skills and ability to win high value deals
- ❖ Consistently achieved top sales performance, surpassing targets and maintaining the highest weekly average among all representatives, demonstrating exceptional results.

Certification

- ❖ Attended LinkedIn 5day workshop from Growthschool.io
- ❖ Attended Product Management workshop from Skill Nation
- ❖ Participated in United We March, National Youth Summit,2013, organized by Art of Living.
- ❖ Crash Course of Digital Marketing Services from Digi Perform Gurgaon.
- ❖ Received a certificate for **best speaker table topics** in Toastmasters.

Interest

- ❖ Wildlife Photography, Travelling, Listening Music, Meditation

Education

- ❖ MBA – Marketing (IBS Gurgaon 2013-15)
- ❖ BBA – Marketing (IMS Dehradun 2009-12)