



SHEKHAR ANIL WADHAI

Zonal Sales Manager

SaaS Sales ~ Corporate Sales ~ B2B Sales

Enterprising leader & planner with a strong record of contributions in streamlining operations, invigorating businesses, and creating winning sales, marketing and business development strategies

Location Preference: Pune

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PROFILE SUMMARY

- An enthusiastic professional with **over 10.4 years** of experience in **Business Development and Corporate Sales & Marketing** strategy formulation and implementation; supported the overall process of management and corporate decision-making to ensure the organization maximizes its short, medium and long-term profitability and shareholder returns
- Highly Versatile focused Sales professional with** impressive success in managing annual revenue target to the tune of **Rs 2 Crores Per annum**
- Engagement with **CHRO/CXOs**, Strong record of contribution in growing revenue via prospecting, qualifying, selling and closing enterprise client accounts, especially for **B2B, SaaS and Corporate Sales**.
- Forward-thinking leader with strong competence to think creatively and strategically while applying sound business judgment and quantitative analytics to develop and execute **strategic marketing plans and budgets** for Corporate Sales or business transactions
- Strategic thinker with in-depth experience in promoting products in specialty categories; strategically restructured sales and marketing operations of Edenred India Private Limited to optimize performance that resulted in **increase of business worth to INR 5.73 crore from INR 30 lakhs in 2018**
- Facilitated with X-TRA Mile Achievement Award at Edenred** for being top Sales Performer in India for the year 2018 & 2019 (With 500% YTD achievement)
- Impressive record of **success in re-establishing market for Pune region** from scratch to over 50 corporates for Oyo Hotels and homes within impressive time frame of 9 months adding monthly revenue of over 9 Lakhs.
- Fostered lasting relationships and promoted organic growth with corporate clients** through value-added strategic analyses and execution of consultative solutions
- Displayed thought leadership in **account mining, pre-sales, B2B marketing and managing cross-functional teams** to deliver successful client engagement model
- Thorough understanding in **brand building** all forms of brand communication, growing brands sales & consumer franchise & managing professional associates
- Capabilities in all aspects of **key account management** including customer segmentation, product positioning & sales cycle management; offering extensive support with key focus on customer retention/satisfaction for continued business opportunities
- Leverage an innate passion for tackling big challenges and thought leadership to seek out opportunities to maximize corporate potential; provided valuable inputs for **fine-tuning sales & marketing strategies by market research, competitive analysis, product positioning, GTM Strategies, value proportioning, sales budgeting and action plan initiatives and implementation**

CORE COMPETENCIES

Strategic Business Planning

B2B Sales and Portfolio Management

Client Relationship Management

Team Handling

Enterprise Account Management

Return on Investment (ROI)

Solution Selling

Customer Value Proposition (CVP)

SaaS Sales

New Account Acquisition & Retention

Revenue and Pipeline Growth

Engagement with CHRO and CXOs

WORK EXPERIENCE

Sovereign Solutions Pte. Ltd

Zonal Manager (West)

Apr'2023 - Present

Responsibilities:

- Interacting with the CXO level of the companies and understand the perspective of the Client
- Cultivating and developing strategic partnerships to build assigned territory for their In- House GIS based technology SaaS Products.
- Developed Solid working knowledge of products to understand benefits to potential customers for expanding their business with our SaaS tools.
- Worked Closely with Software Reseller and Channel Partner's to close new client.
- Work on lead generated by marketing team to set up additional meeting for Demo's and discussion call
- Onboarding new channel partners and software Reseller.

Stanza Living (Dtwelve Spaces)

Enterprise Sales Manager

Nov '2021 - Feb'2023

Responsibilities:

- Responsible for revenue generation through demand channel for pune region
- Maximizing sales by designing and launching proactive campaigns, developing existing accounts, generating new business from large size and mid-size corporate through calls, referrals and leads follow-up
- Creating Corporates database, necessary documentation and periodic sales report for MIS

Upgrad Education Private Limited

Sr. Business Development Manager - International Admissions (EMEA & APAC TEAM) / SaaS Sales

Sep'2020- Nov'2021

Responsibilities:

- Interacted, proposed and closed deals for versatile upGrad programs offered in collaboration with renowned Universities/Institutes such as IIITB, NIMMS, IMT Ghaziabad, Deakin Business School, IITM, Liverpool Business School and MICA
- Managed sales to meet assigned targets for profitable sales growth by counselling and guiding students on Data Science, Machine Learning and Artificial intelligence, MBA, Digital Marketing programs through phone, email, Zoom meetings, Microsoft Teams, Google Meet
- Facilitated learners with a demonstration of an E-learning SAAS-based learning platform and assisted them to become premium subscribers
- Developed and managed relationships with clients by building rapport, creating urgency and ensuring on the spot closures
- Documented real-time details pertaining to lead discussions & conversion on CRM (Salesforce) software

Highlight:

- Recognized for consistently achieving over 150% sales target in Q2, Q3 and Q4 of the year 2020-21& 22 by leveraging sales management expertiseto grasp further sales and business development opportunities

Oyo Hotels & Homes Private Limited, Pune

Corporate Sales Manager (Corporate Sales)

Jan'2020 – Sep'2020

Responsibilities:

- Planned and executed area sales business plans and strategy for generating Events/Banquet/Venue business from the Corporates
- Leveraged in-depth analysis of markets, industry trends, competitors and clients to improve strategic planning and decision-making
- Closed opportunity and strengthened relationship with strategic account by leveraging key account management skills
- Enhanced service offerings, led high value corporate sales, addressed minor details& identified areas of improvement in customer service
- Developed and managed the outreach strategy across various segments of corporates through winning approaches, pitches and proposals on OYO Events, Venue reach, value proposition
- Delivered prompt resolution of all service related issues to newly acquired channels with the help of ground sales team

Highlight:

- Strategically restructured corporate sales for Oyo Hotels from scratch for Pune region from 0 to over 50 Enterprises and SMB organizations within impressive time frame of 9 months with a resultant increase in monthly revenue of INR 9 Lakh for Events & Venue business from the Corporates
- Provided leadership direction & mentored team of 4 sales executive on client strategies, market/competitor trends, account mining & retention

Edenred India Private Limited (formerly AccorServices India Private Limited), Pune

Area Sales Manager (Corporate Sales/ SaaS Sales)

Nov'2016 – Jan'2020

Responsibilities:

- Supported the sales team of 5 for distribution and networking while ensuring, they were equipped, trained and understood their personal goals to accomplish the company goals
- Measured through how seeded and signature accounts have been mapped (SMART CRM), reached out (DSR norms), monitored (SMART/DAR) and closed; TR/TC cross-selling; complete usage of MIS tools and dashboards and zero dependence on excel sheets
- Maintained the portfolio of existing clients signed throughout the year
- Grew and maintained existing customer relationships in territory by utilizing question based selling methods to ascertain customers' needs to craft relevant solutions / products
- Provided in-depth analysis of markets, industry trends, competitors and clients to improve strategic planning and decision-making

Highlights:

- Drove the development and implementation of sales strategies for new acquisition for Ticket Compliments Gift Card of YTD 1.2 crore, Ticket Restaurant Meal Card (Issued volume YTD 4.83 crore), employ ease SAAS based Rewards and Recognition platform
- Awarded for surpassing target of INR 1.45 Crore and delivering 4.83 crore (Performance) in 2018
- Displayed exceptional performance by delivering 6.2 crore business against target of INR 2.5 crore in 2019 and awarded for the same
- Awarded for generating maximum business and recovering maximum spill over with excellent teamwork

PREVIOUS WORK EXPERIENCE

Makaan.com Private Limited (The Proptiger Company), Pune

Senior Relationship Manager (Corporate Sales/SaaS Sales)

Mar'2014 – Oct'2016

Achievement:

- Presented League of Legend Real Superstar Achievement Award for constant outstanding contribution (Oct, Nov, Dec 2015, Jan & Feb 2016) at Makaan.com

PM. Relocations Private Limited

Business Development Executive (Corporate Sales)

Aug'2012- Nov'2013

SOFT SKILLS

- Negotiator
- Communicator
- Collaborator
- Leader

IT SKILLS

- MS-Office
- CRM tool – SMART
- Salesforce
- Lead Squared

EDUCATION

MBA (Marketing)

Sinhgad Institute of Management, Pune

2013

Bachelor of Commerce

MIT College, Pune University

2009

PERSONAL DETAILS

Date of Birth	31 st January 1988
Languages Known	English, Hindi & Marathi
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