

# Soumya Ranjan Routray

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## JOB OBJECTIVE

An enthusiastic professional with 7+ years of experience seeking assignments in B2B sales, SAAS Sales, New Client Acquisition and Client Management roles with an organization of repute to enhance customer lifetime value and to achieve exponential growth for my clients, which will directly contribute to organization revenue and business augmenting goals.

## PROFILE SUMMARY

- A competent professional with 7+ Years of experience in SAAS Sales, Strategic Account Management, Business Development and Client Relationship Management.
- Working with Replicon Software as an Account Executive responsible for SMB segment sales for the EMEA region.
- Managing sales cycles and leveraging value based selling approach for C-level executive audience.
- Worked with Info Edge India Ltd. (Naukri.com) in various roles in Corporate Sales from April 2019 to July, 2022.
- Strengthen the relationship with Decision Makers of the company like CEO, COO, CTO, CMO, CFO, CXO, and CHRO & MD.
- Selling of NAUKRI.com online recruitment solutions & Enterprise Cloud SaaS to Corporate
- Managing a client base of 250 clients which includes both IT & Non-IT, which has equipped me with an overall understanding of the sales function in my area of work.
- An effective communicator with good analytical, planning and client management skills.
- Professionally associated with HDFC Bank as Sales Manager-Super Premium Cards from April 2018 to January 2019.
- Responsible for driving and providing support to the channel to enhance credit card sales and POS.
- Responsible for selling multiple banking products on Credit cards, Forex Cards and meeting the plan number.
- Mentoring, Training & developing team members to ensure operational efficiency and product knowledge.
- Responsible for managing operations and implementing strategies towards enhancing market penetration, business volumes and growth of Credit Card sales.

## ORGANISATIONAL EXPERIENCE

August 2022 – Till date

**REPLICON SOFTWARE INDIA PVT. LTD. as Sales Consultant**

### Roles and Responsibilities:

- ☐ Responsible for the REPLICON Product Suite in the SMB segment for the EMEA region.
- ☐ Understanding the requirements in detail focusing on why precisely the need and mapping the required product accordingly.
- ☐ Working closely with Solution Engineer to deliver complex technical demos.
- ☐ Working closely with implementation and CSM teams to ensure a smooth customer onboarding process.
- ☐ Forecasting and recording all sales activity in SFDC while creating satisfied customers.
- ☐ Managing sales cycle and leveraging value based selling approach for C-level executive audience.
- ☐ Identifying new sales opportunities, pitching products/services to clients, and effectively working with them to bring additional revenue.
- ☐ Building direct relationships with key stakeholders and multi-thread in organizations across various verticals.
- ☐ Working closely with internal resources to leverage all of Replicon's executive team to maximize revenue opportunities.

**April 2019 – July 2022**

**Info Edge India Ltd - Naukri.com as Manager -Corporate Sales**

**Roles and Responsibilities:**

- Managing existing set of Retail & Named Accounts with base of INR 1 Cr. per annum.
- Strengthen the relationship with the decision makers of the company like CEO, COO, CTO, CMO, CXO, and CHRO & MD.
- Leverage the bonding to deepen NAUKRI's relationship with clients.
- Proactively provide intelligent data on client and industry-specific research, trends and analytics using Tableau Software.
- Discover training needs of fresher's and provide coaching and training on all the products of Naukri.com.
- Preparing Sales Funnel of clients and input daily activities related to sales in CRM.
- Controlling the discount percentage & increasing the scope of upgrade.
- Selling of NAUKRI.com online recruitment solutions & Enterprise Cloud SaaS to Corporate Clients/Placement Consultants/Freelancers by assessing their business requirements.
- Achieving sales target through growing business from existing & new clients.
- Prospecting, negotiation, freezing on commercials and closing of deals with necessary documentations.
- Building and managing strong relationships with clients & expanding it by continuously proposing solutions that meet their objectives.
- Cross Selling of services from IIMJobs.com, Hrist.com, FirstNaukri.com, NaukriGulf.com, E-Hire, and Zwayam & Doselect.com.
- Resolve any issues or problems faced by clients and deal with complaints to maintain trust and solidify client relations.
- Be proactive about solving problems and be ready to take on additional initiatives and responsibilities as they emerge.

**Achievements:**

- Achieved 120% of the target for 4 consecutive quarters.
- Awarded Crusader (PAN India competition) in FY 2020-21 Q3 and FY 21-22 Q2

**April 2018-January 2019**

**HDFC Bank Ltd.-Sales Manager-Super Premium Cards**

**Roles and Responsibilities:**

- Responsible for driving various products like Credit Cards, Forex Cards, ME POS, Smart Hub, CASA, Asset in Goa region.
- To ensure target achievement on core product (credit cards) as well as cross-sell products (Forex cards, CASA, Assets, Merchant Acquiring).

**Achievements:**

- 3 score cards of 100 + in 6 months of work experience which resulted in confirmation of job in the bank within due time of 6 months.
- Appreciation certificate from Regional Head and Zonal Head for successfully driving PAYZAPP in various branches of South Goa.

**December 2015-April 2018**

**Info Edge India Ltd - Naukri.com as Assistant Manager (Corporate Sales)**

**Roles and Responsibilities:**

- Growing and nurturing a set of defined Retail and Strategic Accounts in Pune and PCMC region.
- Interface with Individuals / key influencers among Corporates for ascertaining requirements, making presentations and delivering need based product solutions.

**Achievements:**

- Got promoted based on consistent performance.
- Awarded Crusader (PAN India competition) in fy 2017 Q3.

**ACADEMIC PROJECT (SUMMER INTERNSHIP)**

- **Impressions Entertainment and Events Pvt. Ltd:** Sales and Market Promotion for their Flagship product “STATUS-THE DISCOUNT CARD” in PUNE and PCMC. (2 months)

**ACADEMIC DETAILS**

Degree	School/College & University	Specialization / Modules	Year of Passing
Post Graduate Diploma in Management (PGDM)	INTERNATIONAL INSTITUTE OF MANAGAEMENT STUDIES,PUNE	MARKETING	2016
Bachelor of Commerce (BCOM)	ISPAT AUTONOMOUS COLLEGE,ROURKELA	COMMERCE	2014
Higher Secondary (12th)	CHINMAYA VIDYALAYA(E.M), ROURKELA	ISC	2011
Senior Secondary (10th)	Dr A.N.K DAV PUBLIC SCHOOL,ROURKELA	CBSE	2009