

Pradeep Kumar Chaudhary

Sales and Marketing

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Professional Summary

Exceeding Sales Quotas with Distinction Results-Driven Leader in LMS SaaS, e-Commerce, and Logistics Solutions Sales Industries. Boosting revenue and sales with a proven track record of surpassing sales quotas, I bring over 8 years of progressive experience in the dynamic industries of LMS SaaS, e-Commerce solutions, and logistics solutions sales. My expertise lies in driving productivity, ensuring customer satisfaction, and staying ahead of the competition by researching market conditions. As a skilled mentor, I am dedicated to evaluating individual and group performance to implement enhancements and achieve ambitious goals. With a background in cultivating lucrative partnerships, I am a determined professional poised to deliver outstanding results.

Skills

Negotiations, Data Analysis, Lead Generations, Sales Operation, Persuasive & Persistent, Direct and Field Sales, Sales Audit and Forecast, Inside Sales, Outbound/ Inbound Sales, Demonstrations, Outgoing & Optimistic, Team Building and Mentoring, Strategy Implementation, Enterprise Partnership, Franchisee Sales, Avid Researcher, B2B and B2C Sales, Problem Solver, Branding, Startup Exposer, Microsoft office Proficiency, Multitasking, Channel Sales, Lead Generation tools and Sales CRM tools.

Work History

2020-March –

Current

Manager– Sales (LMS SaaS Sales)

Pedagogy, Jaipur and Lucknow

- **Promoted** to hire, build, and mentor a high performing **LMS SaaS** Sales Team across India, exceeded customized sales quota, and conducted market research to identify business growth opportunity, collaborated internal and external team.
- Awarded **Consistent Performance for the Year 2020-21** Exceeded **111%** of sales quotas through avid research, lead generation, cold calling, ensured strong relationship, generated **1.2M revenue** from client's referral.
- Managed portfolio of **130+** Institutional accounts, managed end to end renewal process with **93%** of success and timely Identified renewal risk, & its solutions.
- **Translated customer needs into solution requirements**, set up strong sales process, sales metrics and ensured timely engagement, transparency, and aligned decision-making, ensured profitability from new & existing partnership
- Analyzing/ forecasting the team performance, lead funnel, sales pipeline, lead assignment, balance collections, and user engagement through sales CRM tool.
- **Working with founders** and cross-functional team providing them with market intelligence, customer feedback, growth/ revenue plan, managed P&L, business report, and sales funnel with updated MIS and maintained CRM hygiene.

Business Development Manager (Franchisee Sales)

OYO Rooms, Lucknow

2019-July - 2020-Jan

- Developed and maintained strong working relationships with professionals and local vendors within assigned territory.
- Average 70 prospect meeting per month through lead generation, cold calling.
- Communicated with local organizations to build potential franchisee networks.
- Strong communication and coordination with project handling finance, and Law teams to deliver a project on time.
- Pitched plans and investment strategies to potential partners to invest capital in OYO Franchises Business.
- Contract Draft & Partnership Agreement management with new stakeholders and negotiated contracts and closed sales with new and existing clients.

2018-April - 2019-July

Territory Sales Manager (Enterprise Partnership)

Rivigo Logistics, Gorakhpur

- Executed sales strategy, Apps Marketing and expanded market **Zero to One** in an assigned territory with **5X growth**.
- Coached sales associates in product specifications, sales incentives and selling technique, significantly increasing Vendor acquisition and digital customer onboarding.
- Established and maintained over **45 Demand Partnership** accounts and over **350 Supply** accounts with completed KYC documents expanding territory by **10 million/months revenue**.
- Targeted prospects in other territories through careful research of competitor products, services, and trends exceeded targets by building, directing, and motivating high-performing sales team.
- Negotiations with demand and supply accounts for FTL/ 3PL on every trip to maximize the profits and assure timely goods delivery.
- Collaborated cross-functionally with product development and Finance teams to improve designs and customer satisfaction.

**2015-March -
2018-March**

Assistant Sales Manager (Concept / Space Selling)

IndiaMart InterMesh LTD, Jaipur

- **Promoted to Assistant Manager** and trained new associates in successful sales and performance strategies.
- **Acquired over 290+ SME/SMB** new clients through daily cold call, fixed appointment, Inbound Outbound, field sales, and relationship development.
- **Received over 45 customer referrals**, which brought in over **39 new client bases through** excellent customer relationship.
- Leakage control over the number of sales by collecting data, address verification and coaching to sales executives with **100% Sales activation**.
- Demonstrated exemplary customer service by engaging SMB and SME clients in field sales.
- **Average 80 Client visit per month** to demo and educate them how to use product effectively and developed sales strategy based on research of consumer buying trends and market conditions.

2013-November -
2015-March

Marketing Executive(Fundraising)

Oxfam India, Jaipur and Bangalore

- Awarded friends of Human Resources for 6 employee reference
- Acquired 24 donor in a month and 65 Doner in Quarter exceptionally
- Promoted to Coach New Joiners in face-to-face fundraising and worked in Bangalore office for 6 months
- Raised funds of 365,000.00 in Assam and Odisha flood disaster in 2014
- Worked on door-to-door fundraising and canopy marketing activities
- Involved in different fundraising activities to promote the value of work.

Educations and Certifications

2011 - 2013

MBA: Marketing Management and Research

Rajasthan Technical University – Jaipur

2007- 2010

BA: English and Psychology

Dr. Ram Manohar Lahiya Awadh University – Ayodhya

2022

Sales Management

HubSpot Academy

Languages

English

Very Good

Hindi

Excellent

Interests

Learning New Skills
Listening to Audio Books Summary
Reading Tech News and Podcast

Self-Declaration

I solemnly declare that the given information in this resume is true to the best of my knowledge and belief.

Date:

Place: Lucknow

Pradeep Kumar Chaudhary