

DEEPAK SAHU

SENIOR SALES & BUSINESS DEVELOPMENT MANAGER

Sales | Business Development | Account Management

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Key Impact Areas



Sales / Business Development
Team Management
Lead Generation
Large Account Management
Closures.
B2B Sales
Enterprise Sales

Cloud Sales/SAAS Sales
CRM & Customer Satisfaction
Cross Selling
Revenue Generation
Solution Consulting
Business Planning and Strategy
Solution Development / Delivery

Soft Skills

CXO Level Interactions
Relationship Building & Networking.
Effective Planner & Implementer
Communicator
Collaborator & Team Player
Quick Learner
Multi-Tasking
Time Management
Urgency Creation / Result Oriented
International Sales

Executive Profile



- Senior IT Sales, Business Development Manager, SAP Certified Sales Professional and Key Account Management Professional, offering over 12 Years of diversified experience in **end-to-end Sales & Business Development, Key Account Management**, managing existing business for both enterprise and government accounts for domestic and international market.
- Successfully managed various **software/ IT Products , Services (Microsoft Product ERP Products, Microsoft Navision, Microsoft AX, Dynamics 365, ERP, Human Resource Management Software, Payroll Outsourcing, Rise with SAP S/4 HANA SEO, Online marketing, Domain – Industry Specific Products)** on PAN India Basis for well established companies and startups thus building competences into various domains and verticals which includes Human Capital , Manufacturing, Banking, BFSI, Applicant Tracking Software (Recruitment Solutions) and others which has helped me to maintain relationships at the highest level.
- Currently associated with **NTT DATA GDS Pvt. Ltd. as Sales Manager**, reporting to Senior Director; spearheading the entire activities of new business development, acquiring marquee logos and driving double digit growth; **supervising large and strategic accounts across India.**
- Sales & Business Development:** Developing robust **pipeline** and driving **business growth**; led entire **sales** lifecycle activities; supervised, reviewed & guided on activities related to **end-to-end bid management** activities; recommended **proposal strategy formulation**; supported the teams for **developing winning theme & value proposition**
- Accounts Managed:** Policybazaar.com, State Bank of India, Export Import Bank of India, Kotak Group., Policybazzar.com , Oppo Mobiles India Pvt. Ltd., Gruh Finance Ltd. (Sister Concern of HDFC Bank for home loans), Amul Macho,
- Account Management:** Part of existing business, successfully managed the entire functions of managing multiple accounts independently including upselling, cross-selling, selling professional services, client & delivery team coordination, ensuring timely recognition of payments from both enterprise and govt. accounts Exhibited capabilities in managing & coordinating multiple large scale projects at a time, ensuring project implementation with time, budget & quality adherence, resolving project bottlenecks, conflicts and roadblocks while putting in place project risk mitigation strategies.

Success Stories



- Multi Million deal at Export Import Bank of India.
- India's 1st order of Microsoft Dynamics 365 On Premise
- India's 1st Multi Million Cloud deal Rise with SAP S/4 Hana.
- Oppo Mobiles India Pvt. Ltd.
- Policybazzar.com.
- Gruh Finance Ltd. (Sister Concern of HDFC Bank for home loans)
- Multi Million deal at SBI.
- Amul Macho

Workshops:

- Workshop on "Sales Strategy" held by Brian Tracy.
- Workshop on "Lateral thinking" held by Edward De Bono.

Key Result Areas: (Function Wise Segregation)

Sales & Business Development

- Analyzing the accounts, requirements, budget and planning sales strategies to close the account. Hunting for new accounts in assigned territory.
- Spearheading complex and large IT bids from Lead generation to deal closure to Post sales client engagement activities. Responding to RFX and formulate Business proposal and all other background documents, concept charts, Product Fitments, SOWs, Estimations, Schedules, Milestones, Resource Planning, Costing, BOQ and approach required for RFX response.
- Positioning product portfolio to potential customers and devise "Go To Market" strategy for sustainable.
- Liaising with prospect customers for briefings, demos, Proof of concepts (POCs), Solution advices' and other customer communications during pursuit
- Administering & owning the core solution of a deal which involves domain, technology, IT transformation, implementation approach and commercial structuring with right price model.
- Cross selling for revenue generation.

CXO Level Interactions

Developing an understanding of business needs by functioning with customer IT, LOB and CXO management

Account Management

- Currently supervising and managing large and strategic accounts across West India.
- Spearheading account mining and pro-active due diligence exercises to identify digital transformation opportunities in the current landscape and propose new engagements.
- Leading a strategic account planning process involving regional financial targets and critical milestones; working on responses and providing cost effective and innovative solutions; managing deliverables and timely revenue recognition. Spearheading execution of multiple projects from the stage of inception till deployment; driving vision for the assigned business unit while maintaining 'big picture' focus.
- Managing the project initiation, resource optimization, monitoring and ensuring delivery within time, quality and budget. Monitoring project budgets; tracking expenses and project budget; managing project related changes; identifying issues & risks and developing contingency plans.
- Monitoring the project timelines based on the project plan.
- Reducing overall Total Cost of Ownership (TCO), through process improvements. Spearheading end to end key project activities Business Blueprint, UAT and User Training.

Role:

- Promoting & selling company's products/PAN india by meeting IT managers, 'C' level Execs from IT and Finance functions Working closely with Microsoft to generate revenue for the company
- Coordinating with implementation team for timely completion of project and timely revenue generation from client Preparing and executing effective lead generation mechanism for generating qualified leads
- Achieving region target by increasing Clientele base thus increasing revenue generation in the assigned territory Identifying Sales Opportunities, networking and fact finding and calling on closing new accounts
- Penetrating customers / prospects at all levels and develop relationships with clients and prospects that enable achievement of plans and objectives
- Working with Implementation/Transition team in terms of understanding Client requirement at Operation level, Specific & bespoke report generations, system integration, Preparing and defining g Process Activity chart with defined SLA model till the account goes to Operation team
- Collaborating with Business Partners / Channel Partners for the Organization at All India level basis.

Professional Experience

Jul'20 – Till Date: **NTT DATA GDS Pvt. Ltd.** as Sales Manager

Significant Accomplishments

- Managed sensitive accounts like Kotak Group, ICICI Bank, CISCO.
- Account management for top corporates in Indian banking domain.
- Updated on product applications, technical services, market conditions, competitive activities, advertising and promotional trends through the reading of pertinent literature and consulting with marketing and technical service areas

Jul'19 – Jul'20: **Maximus Infoware (I) Pvt. Ltd.** as Sr. Manager – Business Development

Significant Accomplishments

- **Closed Multi Million deal at State Bank of India for ATM Monitoring Tool.**
- Account management for top corporates in Indian banking domain.
- Participated in trade shows and conventions

Jul'18 – July'19: Zerone Technologies Pvt. Ltd. as Senior Manager Business Development

Significant Accomplishments:

- **Multi Million deal at Export Import Bank of India (EXIM Bank).**
- **Won the 1st order of Microsoft Dynamics 365 on premise in India with very high competition in place. Brought old clients back to company through effective communication and consultation**

Jul'15 – Jul'18: Sensys Technologies Pvt. Ltd. as Senior Manager Business Development

Significant Accomplishments:

- **Dealt with national accounts, large corporates, Won orders at reputed companies like Binani cements, Policybazaar.com, Oppo Mobiles India Pvt. Ltd., Gruh Finance Ltd. (Sister Concern of HDFC Bank), Amul Macho, City Montessori School to name a few with very high competition in place**
- **Appointed 3 new channel partners for companies who are involved in pitching and selling HRMS to large corporates**
- **Worked with Marketing team for appointing D&B and other partners for Below the Line (BTL) activity for accelerating Sales & Business growth.**

Aug'14 – Jun'15: TopSource Infotech Solutions Pvt. Ltd. as a Sales Manager

Significant Accomplishments:

- **Enhanced incoming leads by 400% through executing effective online marketing activities, e-mail campaigns and signing contracts with lead generation companies**
- **Achieved 25% of the revenue growth in the year 2013-14 over the previous year**
- **Acquired 7 new clients on board thus increased the Clientele base by 40% in the southern market**
- **Contributed Marketing team for appointing D&B and other partners for Below the Line (BTL) activity for accelerating Sales & Business growth.**

May'13 – July'14: Intersoft International Pvt. Ltd. As a Senior Business Development Executive

Significant Accomplishments:

- **Finalized deals with reputed and established firms like Mahavir Auto, Fernandez Hospitals, Aditya Hospitals. Successfully managed large Clients like The Hackett Group, Global Hospital and Fernandez hospitals.**
- **Achieved 50% of the revenue growth in the year 2012-13 over the previous year.**

Aug'09- May'13: RnD Digital Infotech Pvt. Ltd. as a Business Development Executive

Significant Accomplishments:

Closed 200+ deals by employing effective communication and negotiation skills Spearheaded lead generation and coordinated with clients till demo

Education & Certifications

Pursuing MBA (Marketing and E-commerce) from Welingkar institute of management. B.Sc. in Computer Science with 62% from Nagpur University, Nagpur.

Diploma in Software Testing.

Personal Details

Date of Birth: 02nd August 1987
Languages Known: English, Hindi, Telgu & Marathi
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