



# NAVEEN KUMAR YEPURI

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## Summary

Results-oriented IT Sales and Inside Sales Manager with 13 years of extensive experience in driving revenue growth, managing high-performance sales teams, and developing strategic sales initiatives within the IT industry. Demonstrated success in exceeding sales targets, optimizing sales processes, and building strong client relationships. Adept at leveraging market insights, digital marketing strategies, and CRM systems to enhance sales efficiency and customer satisfaction. Recognized for exceptional leadership, strategic planning, and the ability to deliver customized IT solutions that meet client needs.

## Skills

- Strategic Sales Planning & Execution
- Team Leadership & Development
- Customer Relationship Management (CRM)
- Market Research & Analysis
- Digital Marketing & Campaign Management
- Market Research and Analysis
- Lead Generation & Conversion
- Contract Negotiation & Closing Sales
- Database Management
- Budget Management
- Sales Development
- Sales Presentations and Proposals
- Event Planning and Participation

## Experience

**Shivam Medisoft Service Pvt Ltd**

**August 2023 - February 2024**

### Head of Sales & Marketing

- Managed a sales team of 40+ members, providing training and mentorship to enhance performance and achieve sales targets.
- Led the development and execution of strategic sales plans, resulting in a 25% increase in annual revenue over the past three years.
- Implemented a CRM system to streamline sales operations and improve customer relationship management, leading to a 40% increase in client retention.
- Conducted market research to identify new business opportunities and develop targeted marketing campaigns.
- Implemented data-driven sales and marketing strategies, resulting in a 10% increase in conversion rates and revenue opportunities.
- Led the rebranding of the company, including website redesign and new product launches, resulting in a 30% growth in customer acquisition.
- Managed key client relationships, negotiating contracts and closing high-value deals, resulting in a 25% increase in revenue.

- Work closely with marketing, product development, and customer support teams to ensure alignment and optimize sales efforts.
- Coordinate with field sales teams to ensure a seamless approach to customer engagement and sales execution.
- Manage the sales department budget, ensuring resources are allocated efficiently to achieve sales objectives.
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- Ensure all sales activities comply with company policies and industry regulations, maintaining accurate records and documentation.
- Continuously evaluate and improve sales processes to increase efficiency and effectiveness.
- Analyze sales data to identify areas for improvement, opportunities for growth, and potential risks.

## **Kapture Cx**

**December 2022- June 2023**

### **Business Development Manager**

- Developed and executed marketing strategies that boosted brand awareness and led to a 30% growth in the customer base.
- Managed end-to-end sales processes, from lead generation to closing deals, consistently surpassing sales quotas by an average of 20%.
- Organized and participated in industry conferences and trade shows to promote products and network with potential clients and partners.
- Analyzed market trends and competitor activities to inform strategic decision-making and maintain a competitive edge.
- Negotiated and closed high-value partnerships and contracts with key stakeholders to expand the company's market reach and revenue streams.

## **Halemind Engineering Private Limited**

**June 2020 - December 2022**

### **Inside Sales Manager**

- Supported the sales and marketing team in executing campaigns and promotional activities, contributing to a 15% increase in sales.
- Managed social media accounts and digital marketing efforts, enhancing online presence and engagement with the target audience.
- Conducted market research to identify potential clients and new market segments, aiding in the development of targeted sales strategies.
- Proficiency in using CRM tools (HubSpot) to manage customer interactions and streamline sales processes.
- Strong analytical skills to identify market trends, assess competition, and inform strategic decision-making.
- Competence in managing sales and marketing budgets, ensuring optimal allocation of resources for maximum ROI.
- Prepare regular sales reports, providing insights into team performance, sales activities, and market trends.

CareNsave.com

August 2018 - June 2020

Assistant Manager- Inside Sales

- Oversaw a team of inside sales representatives, monitoring performance and providing coaching to drive individual and team sales goals.
- Developed and implemented sales strategies to increase revenue and improve customer retention rates.
- Collaborated with other departments to streamline processes and enhance overall customer experience.
- Conducted regular sales meetings to update team on performance metrics, new products, and industry trends.
- Utilized CRM software to track sales activities, forecast future sales, and identify areas for improvement.

Redfox Teleservices Pvt Ltd

February 2014 - July 2018

Team Leader - Sales & Service

- Led a high-performing sales and service team by setting clear goals, providing ongoing coaching, and conducting regular performance evaluations to drive results.
- Demonstrated strong leadership skills by motivating and inspiring team members to exceed sales targets and deliver exceptional service to customers.
- Developed and implemented training programs to enhance team members' product knowledge, sales techniques, and customer service skills.
- Analyzed sales data, and made data-driven decisions to optimize team performance and maximize revenue opportunities.

Hathway cable and datacom

November 2009 - January 2014

Inside Sales Representative

- Responded to customer inquiries quickly and professionally to maintain customer satisfaction.
- Took inbound calls on headset, promoting products and services to secure new accounts.
- Delivered superior customer support to improve account retention rate. Contacted new and existing customers to discuss product and service solutions.
- Generated sales through outbound calling and lead follow-up efforts using scripts and other phone techniques.

Education and Training

IILM | New Delhi

05/2009

MCA in Computers

Acharya Nagarjuna University | Vijayawada

05/2006

Bachelor of Science in General

DECLARATION

I hereby declare that the information furnished above is true to the best of my knowledge. Discrepancy, if any found in the due course of time shall lead to my disqualification.

Place:

Date:

NAVEEN KUMAR YEPURI