

## SUMMARY

As an accomplished sales and retention professional with a strong track record in surpassing targets and demonstrating exceptional leadership, I am eager to leverage my extensive experience in a role focused on both sales and customer retention. With Scrum Master certification from Scrum Alliance, I am well-equipped to apply my expertise in agile project management alongside sales. In my journey as Sales Manager, I have effectively managed and grown sales operations in the EMEA, India, and APAC ,MEA markets, achieving annual targets of \$1M and consistently acquiring new clients. My vast experience in identifying and targeting mid-market accounts has enabled me to develop tailored business and marketing strategies for each client, while continually monitoring market trends to uncover growth opportunities. Skilled in fostering strong client relationships, executing key account management techniques, and providing valuable insights for planning and forecasting, I would be a valuable asset to any organization seeking a sales and retention professional with a unique combination of exceptional interpersonal skills and unwavering customer dedication.

## SOFT SKILLS

Exceptional interpersonal skills

Strong leadership abilities

Outstanding customer commitment

Excellent communication skills

Goal-driven and result-oriented

Team player and collaborator

Problem-solving and decision-making skills

Adaptability and flexibility

Time management and organization skills

Empathy and emotional intelligence

Creative thinking and innovation

Continuous learning and improvement mindset

## CORE SKILLS

Corporate & B2B Sales

Account Management

Lead Generation, Business Development, Client Acquisition

Negotiation

Competitor Analysis

Pre Sales

Sales Operation

Revenue Expansion

Renewal

Forecasting

Process Excellence

Reseller Partnership Management

Client Relationship Management

Negotiation

Data Analysis

Customer Retention

Persuasive sales

Customer Relationship Management (CRM) Systems

## Tools

Excel

GII

Salesforce

Zoho

## PROFESSIONAL EXPERIENCE

Cloud4C

Mar '22 – Present

Assistant Sales Global Manager

Pune

- Successfully managed and expanded sales operations in the MEA and APAC markets, including lead generation, client retention, and relationship management.
- Consistently overachieved target, including a yearly target of \$1M, resulting in new clients per quarter.
- Prioritized upselling and renewal of lapse accounts, maintaining long-lasting relationships with existing clients while actively seeking new business opportunities.
- Expertly managed customer retention initiatives by closely monitoring the existing client database, identifying potential attrition risks, and proactively implementing targeted strategies to maintain strong relationships, resulting in improved customer satisfaction and increased loyalty.
- Successfully hunted for and acquired new business, developing a unique blend of exceptional interpersonal skills and customer commitment to understand clients' needs and address business challenges.
- Actively engaged with cross-functional teams, including marketing, product, logistics, business intelligence, finance, and technical team, to optimize customer retention strategies and drive cohesive efforts, resulting in improved customer satisfaction and increased revenue growth.
- Utilized pre-sales strategies to identify and qualify leads, ensuring that each potential client met the criteria for profitability and long-term success.

English, Hindi , Bengali