



Dimple Agarwal

Sales Operations Manager-  
APAC & EMEA

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Education Qualification:

Bachelor of Commerce  
Dibrugarh University 2009

Post Graduate Diploma in  
Management(Marketing) from  
IMT Ghaziabad 2018-2019

Tech Skills:

- SALESFORCE
- HUBSPOT
- MS OFFICE
- SAP

Courses:

Pursuing Six Sigma Yellow Belt certificate  
in the Improve and Control domain From  
August 2023 to October 2023

Profile Summary:

Highly accomplished and results-driven Sales Operations Manager with extensive experience leading and optimizing sales processes across the Asia-Pacific (APAC) and Europe, Middle East,Africa (EMEA) and Key Skills and Expertise:

- Sales Strategy Development: Proficient in devising effective sales strategies and operational plans that align with the company's overall objectives. Adept at analyzing market trends, competitor activity, and customer needs to identify growth opportunities.
- Sales Performance Optimization: Demonstrated ability to enhance sales team performance through data-driven analysis, goal setting, and performance management. Skilled in implementing sales metrics, KPIs, and dashboards to measure and track progress.
- Process Improvement: Strong background in identifying process bottlenecks and inefficiencies, then implementing streamlined solutions to improve sales processes. Utilizes continuous improvement methodologies to optimize sales operations.
- Sales Forecasting and Planning: Experienced in creating accurate sales forecasts and budgets for the APAC & EMEA regions. Collaborates with cross-functional teams to align sales goals with production and supply chain capabilities.
- CRM and Sales Tools: Proficient in managing and configuring CRM systems (e.g., Salesforce, HubSpot) and other sales tools to enhance the efficiency and effectiveness of the sales team. Familiar with data analytics tools for insightful reporting.
- Team Leadership and Development: Skilled at managing and motivating sales teams in a multicultural and diverse environment. Provides coaching, training, and mentorship to enhance individual and team performance.
- Cross-Functional Collaboration: Strong ability to work collaboratively with marketing, finance, and operations teams to ensure seamless sales processes and effective go-to-market strategies.
- Market Analysis and Research: Conducts thorough market research and competitor analysis to identify emerging trends and opportunities for product or service enhancements.

Work Experience:

Since March'23: Sales Operations Manager-APAC & EMEA (FileWave)



Key Result Areas:

**Streamlining Processes & HubSpot CRM:** I involved in optimizing processes within theHubSpot CRM tool to enhance efficiency and productivity.

**Global Consistency & Measurement:** I work to establish consistent tools, processes, and metrics to improve revenue growth and productivity across different regions.

**Collaborating with Partners:**I actively collaborate with partners to seize pipeline opportunities and boost sales.

**Quotes & Agreements:** I handle product quotes and agreements for distribution, resellers, and customers, particularly in the context of SAAS and cloud-based solutions.

**Purchase Orders & Processing:** I manage purchase orders for the APAC region through the Lenovo Portal (Distributor) and process orders, licenses, etc., via HubSpot.

**Reporting & Dashboards:** I am Responsible for creating and maintaining dashboards and reports focused on forecasting, closed wins, new logos, and other relevant sales metrics for the EMEA and APAC regions.

**License Portal Management:** I am responsible for maintaining a comprehensive database of all licenses owned by customers. This database should include essential details such as customer information, license type, license key, purchase date, expiry dates, and any relevant notes or comments related to the license.

**Sales Targets Achievement:** I assist in formulating plans, monitoring progress, and supporting the sales team to achieve monthly, quarterly, and annual targets.

**Webinar & Event Support:** I provide support for webinars organized for resellers, customers, and partners.

**Sales Training Programs:** I identify knowledge gaps and implement sales training programs to equip the sales team with the necessary skills for success.

**Continuous Improvement:** I proactively identify areas for improvement within the sales processes and implement solutions to optimize performance.

**KPI Tracking:** I monitor and track individual and team Key Performance Indicators (KPIs) to measure sales effectiveness.

**Business Development Strategies:** I am involved in developing strategies to acquire new logos (new clients) and work on existing programs to drive business growth.

**Collaboration with Other Departments:** I collaborate with other departments and upper management to align with overall business goals.



Highlights:

- Implemented a streamlined lead management system that reduced lead response time by 30%,resulting in increased customer engagement and higher conversion rates.
- Preparing dashboards, reports based on forecasting, closed wons, new logos for EMEA and APAC -monthly, weekly, annually.
- Created comprehensive monthly and quarterly sales performance dashboards, encompassing key metrics such as revenue forecasts, closed-won deals, and new logos acquired via distributor, resellers specifically tailored for the EMEA and APAC regions. These reports enabled data-driven decision-making, identified emerging trends, and facilitated targeted strategies to maximize sales growth and market penetration.
- Collaborated with a diverse network of 15+ strategic partners, including technology vendors, resellers, and distributors. Acted as the primary point of contact, fostering strong relationships to drive mutual growth. Together with the partners, we identified and pursued pipeline opportunities, conducted joint marketing campaigns, and organized co-branded events to expand market reach and accelerate sales growth.

June’21 until Feb'23: Sales Operations Manager (OnePlus India Pvt Ltd)



Key Result Areas:

End-to-End Order to Delivery Process (Smartphones,Television & IOT Products)

- Ownership of the entire order to delivery process.
- Organizing purchase orders (POs) into delivery fulfilment.
- Ensuring Timely order punching and processing by billing team members.
- Coordinating with partners for delivery appointments and scheduling adjustments.
- Handling a third pay roll team of 5 team members

Reporting and Financial Responsibilities:

- Releasing purchase order (PO) tracker on a weekly basis.
- Providing Accounts Payable (AP) and Accounts Receivable (AR) reports to leaders on a monthly basis.
- Ensuring necessary documents are provided on time and orders are processed within credit limits.
- Tracking AP/AR payments for channels and ensuring timely clearance.

Sales Operations and Process Improvement:

- Engaging in sales operations process improvements.
- Creating workflow charts and diagrams to visualize processes.
- Analyzing sales reports to identify business trends and provide recommendations.
- Implementing action plans to achieve sales goals.

Communication and Coordination:

- Coordinating with internal and external partners for order preparation and shipment.
- Effectively communicating with various stakeholders throughout the order to delivery process.

Sales Promotion and Affordability Offers:

- Planning and executing affordability offer communication across channels.
- Designing and rolling out sales promotions as needed.

Financial Management:

- Tracking AMZ (Amazon) budget reports and obtaining necessary approvals.
- Managing account receivables and payables to ensure timely payments.
- Handling margin schemes and COGS (Cost of Goods Sold) settlements.

Quality and Client Engagement:

- Ensuring successful completion of client engagement deliverables within predefined timelines and methodologies (SLA & SOW).
- Maintaining high-quality work delivery standards.

Product Launch and GTM Strategy:

- Contribute to new product launch and GTM (Go-To-Market) strategy.
- Participate in sales budget planning.



Highlights:

Benefits of Releasing PO Tracker on Weekly Basis and AP & AR Reports on Monthly Basis:

- 1.Improved Visibility and Control: By releasing the Purchase Order (PO) tracker on a weekly basis, onitor the status of orders more frequently, ensuring that the right products are procured in a timely manner. This leads to better inventory management and reduces the risk of stockouts or excess inventory.
- 2.Enhanced Decision Making:
3. monthly Accounts Payable (AP) and Accounts Receivable (AR) reports, leaders gain insights into the company's financial health and cash flow. They can make informed decisions based on the current financial status, identify potential issues, and take necessary actions to improve the overall financial performance.

Sales Operations Process Improvements:

- 1.Streamlined Order Processing: Implemented process improvements to streamline the order processing workflow. This involved reducing manual tasks, automating order entry and validation, and integrating systems to enhance the efficiency of order handling. As a result, the order fulfillment cycle became faster and more accurate, leading to increased customer satisfaction.
- 2.Sales Forecasting Accuracy: By implementing advanced data analytics and forecasting techniques, the sales operations team improved the accuracy of sales forecasting. This enabled better demand planning, optimized inventory levels, and reduced the risk of overstocking or stockouts. Ultimately, this led to more effective resource allocation and cost savings for the business.

Sales Promotions Undertaken:

- 1.Seasonal Discounts: Designed and rolled out seasonal sales promotions, offering discounts and special offers during peak shopping periods like Festival,Weekend & Holiday seasons.These promotions helped attract more customers, boost sales, and create a sense of urgency among buyers to make purchases during these limited-time offers.
- 2.Bundle Deals: Offered bundle deals, where customers could purchase a combination of products at a discounted price. This strategy not only increased the average order value but also encouraged customers to explore and purchase complementary products, leading to increased cross-selling opportunities.

Rolling Out and Planning Executing Affordability Offer Communication:


Working closely with the Affordability & Strategy team:

- 1.Developing Communication Strategy: Collaborated with the Affordability & Strategy team to develop a communication plan for the affordability offer. This plan included identifying the target audience, determining the best communication channels, and crafting compelling messaging to effectively convey the value of the affordability offer to potential customers.
- 2.Channel Coordination: Ensured that the affordability offer was communicated consistently across all channels, such as online platforms, retail stores, social media, and email marketing. By coordinating these efforts, they maximized the reach and impact of the offer, generating interest and driving sales.
- 3.Performance Tracking: Throughout the offer period, monitored the performance of the affordability offer. They analyzed sales data, customer feedback, and engagement metrics to assess the effectiveness of the promotion. This feedback was valuable in refining future sales promotions and marketing strategies.




Work Experience (cont.):

Dec'18 –Feb'20: Assistant Manager-Operations (Home credit Finance India Pvt Ltd

 **Key Result Areas:**  
**Streamlined Process Flow Chart:** Worked on streamlining the process flow chart for various operational processes. This involves analyzing existing processes, identifying inefficiencies, and making improvements to increase productivity and reduce errors.  
**Risk Assessment and Controls:** Work towards assessing the risks associated with different processes and implemented controls to mitigate those risks. This ensures that potential issues are identified and addressed proactively.  
**Escalation Matrix:** Worked on streamlining the process of creating an escalation matrix for the department and supporting departments. An escalation matrix is a set of guidelines that determine the appropriate steps to take in case of issues or problems, ensuring smoother communication and issue resolution.  
**Post Sales Reports:** Generated insightful post-sales reports to analyze performance and support business teams in achieving higher profitability and revenue. These reports likely contain valuable data and analysis that can help in making informed business decisions.  
**Query Resolution:** Ensured that all queries were resolved within stipulated timeframes with no delays. Responses to queries were accurate, focused, and standardized, enhancing customer satisfaction and efficiency.  
**Deal Terms Verification:** Maintained 100% accuracy in verifying key deal terms, both pre-sanction and pre-disbursement, before circulating the disbursement memo to stakeholders. This step ensures that all deals adhere to the approved terms and conditions.  
**Back-end Operations:** Led the back-end operations for all running and completed projects. This involves overseeing the operational aspects of projects and ensuring smooth execution.  
**Client Engagement Deliverables:** Successfully completed client engagement deliverables within specified timelines and methodologies (SLA & SOW). This indicates that they consistently delivered high-quality work while meeting client expectations.  
**Customer Experience Project:** Worked on a customer experience project to improve the brand's growth and become the most trustworthy brand in the non-financial banking sector in India. This likely involved implementing initiatives to enhance customer satisfaction and loyalty.

Aug'15 –Nov'18: Sales Operations Specialist(Client-Motorola Mobility India Ltd)

 **Key Result Areas:**  
**Sales Planning:**  
Responsible for preparing sales plans that cover various aspects, such as volume projections, distribution strategies, and sales-call productivity,created at both the SKU (Stock Keeping Unit) level and the micro area level, allowing for targeted and focused sales efforts.  
**Market Performance Tracking:**  
Consistently track and report on market performance to ensure that the business objectives set for the field sales team are being met. This involves monitoring sales metrics, analyzing data, and generating granular reports to assess the effectiveness of sales strategies.  
**Distribution Life Cycle Management:**  
Expertise extends to managing the distribution life cycle, which involves onboarding new partners, handling documentation processes, and managing exit formalities for partners who may no longer be part of the distribution network.  
**Sales Incentive Programs:**  
Responsible for developing and monitoring sales incentive programs for all trade partners. These programs are designed to motivate and reward sales teams and channel partners for achieving their targets and driving sales.  
**Sales Reporting:**  
Generating various sales reports, such as margin reports, dashboards, and delivery performance reports. These reports are crucial for sales analysis, forecasting, and decision-making processes.  
**Salesforce CRM Operations:**  
Respond to requests to create accurate orders and opportunities within the Salesforce Customer Relationship Management (CRM) system. Following strict protocols to ensure data accuracy and consistency within Salesforce workflows.  
**Collaboration:** Work closely with cross-functional teams, including sales, marketing, finance, and product development, to align efforts and ensure a coordinated approach towards market penetration.  
**Feedback Loop:** Establish mechanisms for collecting feedback from the sales team and customers. Use this feedback to fine-tune strategies and make necessary adjustments.



Jan'14-July’15:Program Co-ordinator  
(Client:Volkswagen India Pvt Ltd)

Highlights:

**SAP Expertise:** Strong expertise in working with SAP system for financial matters, handling tasks such as raising shopping carts and managing financial processes efficiently.

**Dealership Management:** Working on the dealership management system to streamline customer processes, enhancing overall efficiency in customer interactions.

**CIO Projects:** Involvement in projects led by the Chief Information Officer (CIO), contributing to various aspects of project management, and assisting in creating presentations.

**Inter/Intra Office Coordination:** Taking the lead in coordinating activities within and between different departments within the organization, fostering effective collaboration.

**Coordination with External Agencies:** Facilitating coordination with external agencies, strengthening relationships, and ensuring smooth communication and cooperation.

**Office Administrative Work:** Coordinating day-to-day activities of the office, including tasks related to visa applications, travel arrangements (both national and international), and effectively liaising with the management team.



Highlights:

**Customer Experience Project:**

- Customer Journey Mapping: Identifying all touchpoints where customers interact with the company and mapping their experiences to understand pain points and areas of improvement.
- Feedback Collection: Gathering feedback from customers through surveys, reviews, and other channels to understand their needs and expectations better.
- Data Analysis: Analyzing customer data to identify trends, patterns, and areas that require improvement.
- Process Improvement: Making changes to existing processes to streamline operations and enhance the customer experience.
- Training and Development: Providing training to employees to ensure they are equipped to handle customer interactions effectively and provide excellent service.
- Technology Implementation: Utilizing technology solutions to improve customer interactions, such as implementing chatbots, AI-driven customer support, or personalized recommendations.

**Customer Escalation Matrix:**

- A customer escalation matrix is a structured approach to managing and resolving customer complaints and issues that cannot be resolved at the front-line level.The escalation matrix typically includes the following stages:  
Level 1 - Front-line Resolution: This is the initial point of contact for customers when they raise a concern. Customer service representatives handle and attempt to resolve the issue at this level.  
Level 2 - Supervisor or Team Lead: If the customer's concern remains unresolved or requires more attention, it may be escalated to a supervisor or team lead who has more authority and experience to handle complex issues.  
Level 3 - Manager or Department Head: If the issue persists, it may be escalated to a higher-level manager or department head who can intervene and provide a resolution.  
Level 4 - Executive Management: In rare cases where the issue is still unresolved, it may be escalated to the executive management team, such as the Operations Manager or higher.  
Regulatory or Ombudsman: In extreme cases, if the customer is not satisfied with the resolution provided internally, they may seek assistance from external regulatory bodies or ombudsman services.



Highlights:

**Market Analysis:**

- Researched and analyzed the current market landscape in the Indian mobile industry, including competitors' offerings, pricing strategies, and market share.
- Identified customer preferences and emerging trends in the smartphone market, such as the demand for specific features, design preferences, and price sensitivity.
- Explored potential growth areas, such as new customer segments, untapped regions, and emerging market opportunities.

**Identifying Target Segments:**

- Collaborated with the sales and marketing teams to identify specific customer segments or niches that presented growth potential for our products and services.
- Conducted segmentation analysis to understand the needs and preferences of different customer groups, tailoring marketing strategies accordingly.

**Performance Metrics and KPIs:**

- Established KPIs, including Customer Acquisition Cost (CAC), Customer Lifetime Value (CLTV), and Conversion Rate, which were tracked regularly. Achieved a 15% improvement in CAC and a 20% increase in CLTV over the course of one year.



Jul’11-Dec’13:Operations Co-ordinator  
ISS Integrated India Pvt Ltd

Highlights:

**Strategic Operations Planning:** Assisted the head of operations in developing and implementing a comprehensive operations strategy aligned with stakeholder needs. Kept abreast of evolving best practices in the field to adapt operational requirements accordingly.

**Travel Desk Management:** Led the company's travel desk operations, overseeing processes and collaborating with vendors. Successfully managed and accommodated the growing travel needs of staff members, ensuring seamless and efficient travel arrangements.

**Vendor Relations:** Spearheaded vendor and supplier relationships, focusing on negotiation of contracts and service levels. Ensured that agreements were aligned with the company's strategic goals and financial parameters, and maintained ongoing adherence to agreed-upon terms.

**Client Coordination:** Actively liaised with clients to collect attendance and other relevant reports for manpower services. Demonstrated excellent communication skills in building and maintaining strong client relationships.

**Payment Management:** Proactively followed up with clients to ensure timely and accurate payments for manpower services on a monthly basis. Exhibited a strong commitment to financial management and revenue generation.