SHOUMI CHAKRABORTY

Senior Strategic Global Sales Account Manager

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



CORE SKILLS



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.

- Developed and managed a pipeline of prospective clients, regularly assessing the market and identifying new opportunities for growth.
- Maintained a thorough understanding of the competitive landscape, regularly assessing market trends and identifying areas for growth and improvement.

Growth Path Apr '18 – Jan '22

Dell Technologies Hyderabad

Strategic Inside Sales Account Manager III (Oct'21-Jan 2022) Strategic Inside Sales Account Manager II (Apr'19-Sep'21) Inside Sales Account Manager I (Apr'18-Mar'19)

- Acquired new business in the UK market, with a target of \$180k per quarter, and worked with over 250 clients to develop customized solutions that align with their incremental growth.
- Retained 200 accounts and achieved a 300% target in a quarter, resulting in the 'Champion of the Year' award. Average deal size
 use to be \$25k to \$130k
- Adopted a hybrid approach of both hunting and farming to generate new business leads and maintain relationships with existing
- Mapped out the requirements of clients and provided them with the best solutions to meet their needs through commercial proposals.
- Mentored team members on day-to-day work activities as part of the Mentor-Mentee program in the organization.
- Provided support in maintaining existing relationships, reviewing sales performance, establishing new businesses, and aiming to achieve quarterly- annual goals while adding new logos for the company.
- Steered all potential sales opportunities, including distribution and, reseller coordination, and forecasting for the accomplishment of performance programme.
- Administered mid-market commercial acquisition/greenfield accounts, portfolio navigating/driving share of wallet in the
 retention portfolio, and coordinated with different internal functional teams to pre-qualify leads and create strategies for key
 acquisition targets.
- Managed end-to-end sales processes, including lead generation, prospect nurturing, negotiation, and closing, resulting in the
 consistent achievement of sales targets and enhanced customer satisfaction.

Sales Executive (B2B) Apr '17 – Jan '18

Taj Group Of Hotels Hyderabad

- Successfully managed and maintained relationships with high-end clients, while overseeing sales operations for two premium properties
- Conducted market analysis and assessed the position of prospects within the industry to identify business opportunities, resulting in a net new buyer growth of 50% YoY.
- Consistently exceeded quarterly sales targets, achieving an average of \$250k and prioritizing sales services to acquire new clients through proposal development and direct customer solicitation.
- Traveled extensively throughout the assigned territory to manage and expand the client database, visiting customers on a recurring basis and establishing strong relationships with prospects.
- Maintained a thorough understanding of the client's requirements by regularly visiting markets and finalized contracts

EDUCATION

MBA (Sales & Marketing)

Mar '17

IBS, ICFAI Business School Hyderabad

Mumbai

B.Com (Banking & Insurance) Mar '15

Mithibai College, Mumbai University

CERTIFICATIONS/TRAINING

Scrum Master by Scrum Alliance

Languages

English, Hindi, Bengali