



SONAL SINGH RANA

INTERNATIONAL SALES LEAD - QUICKBASE (UKI & APAC)

Entrepreneurial B2B Sales Champion with 9.5 years of Expertise with customers in UKI, EMEA and APAC. Strong Client Relations, Negotiation and Analytical Skills, Team Handling



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WORK EXPERIENCE

International Sales Lead

QUICKBASE Inc. - UKI and APAC

05/2022 - Present

Quickbase, Inc., is a software company that provides a low-code application development platform. The company is headquartered in Boston, Massachusetts.

Role/Achievements

- Achieved **125% sales quota ARR in YTD 2023** and received the "**Sales Frontrunner Award**" for fastest closing of targets and delivering outstanding results.
- Identify and develop a reachout plan for **C level personas like CIO, COO, CFO, CDO** to accelerate their digital transformation projects.
- Collaborating closely with Regional partners & GSIs to drive a remarkable **35% growth in joint Value Based solution selling** and product evangelization efforts.
- Executing a highly effective territory plan, resulting in **40% growth in new new logo** opportunities and upsell potential.
- Addressing customer business requirements, recommending Quickbase as the ideal solution, and achieving a successful **conversion rate of 75% using MEDDPICC** process.
- Creating opportunities in core industries like Construction, Green Energy, Retail and Manufacturing.
- Demonstrating exceptional teamwork and leadership skills by collaborating with global, virtual teams of partners, channel teams, and technical teams.
- Leveraging in-depth knowledge of the Quickbase product to effectively communicate its value proposition, resulting in conversion of high value complex deals.
- Managing the entire sales cycle with excellence, consistently meeting or exceeding targets and closing deals with an **accurate forecasting using Salesforce with 80% success rate**.
- Conducting regular customer business reviews, fostering strong relationships, and maintaining an exceptional 95% NPS score.
- Actively contributing to internal QBRs and operational meetings, providing valuable insights and reporting on business results, goals, and customer needs.
- Experience selling no-code application development Platform in upgrading Enterprise /Named Accounts and land Commercial accounts.

Regional Head

DUN & BRADSTREET - Bangalore

05/2017 - 05/2022

D&B is the world's leading source of commercial information and insight on businesses for over 180 years. It is headquartered in Florida, U.S.

Role/Achievements

- Successfully drove sales and revenue targets for D&B Analytics, SaaS based, and AI-powered solutions to CXOs from IT, Business, and Marketing.
- Proficient in formulating and promoting the vision of emerging technologies during the initial stages of market establishment
- Managed a team of 3 people to drive business from existing and new accounts.
- Developed and grew enterprise accounts, mid-market, and SMB business.
- Exceeded the team's yearly sales quota of **USD 600K by 178% in 2021** and achieved 100% revenue by Q2 of 2021.
- Conducted detailed market assessments, ABM, market sizing, and intelligence studies, capturing new business opportunities.
- Ensured seamless client management by collaborating with cross-functional teams.
- Overachieved sales targets **by 210% in 2020**.
- Won the **D&B Excellence Award** by D&B US for the prestigious President's Club for outstanding sales performance.
- Successfully achieved sales and revenue targets for self and team in all quarters at D&B.
- Experienced in working with decision makers in UK, APAC, and ME regions.

Enterprise Sales Manager

Bharti Airtel - Bangalore

01/2014-04/2017

Bharti Airtel Limited, also known as Airtel is the India's largest Telecom provider covering 423 million retail and corporate subscribers globally

Role/Achievements

- Closely managed interested clients to successfully negotiate deals and help in onboarding
- Drive the basic distribution parameters such as Channel profitability and Channel satisfaction
- Increase value for Partners i.e. Distributors, Retailers and Field Sales Executives through systematic marketing and merchandising activities
- Initiate active relationship management programs through continuous and effective engagement with Retailers and Field Sales Executives
- Prepared sales reports including profitability reports, sales projection reports, monthly sales plan etc. through competition tracking & market analysis
- Handled a team of sales and operations associates and distributors
- Developed and Strategized for partners to achieve their targets with given sales resources.
- Analyzed business trends and ensure payouts and positive ROI for partners
- Acquisition of medium and large businesses
- Champion's league winner pan India B2B sales growth (lowest performing territory to highest performer in 90 days)

EDUCATION

Post Graduate Program in Management
Vanguard Business School, Bangalore
07/2012- 03/2014 8.0 CGPA

Bachelor of Science
Lucknow University, Lucknow
07/2008- 05/2012 7.78 CGPA

- Majors
- Marketing
 - Human Resources

- Courses
- Science

SKILLS

- Enterprise Sales**
- Sales Professional having 9.5+ years of experience in Sales
 - Highly target oriented, proactive, creative, responsible and self-motivated
 - Account Mapping, ABM, GSI and Channel management, Team management

EXPERTISE

SaaS Sales

B2B Sales

Salesforce CRM

Client Onboarding

Market Intelligence

C Level Prospecting

Key Accounts

Pipeline Generation

Team Handling

Channel Management

Business Development

MEDDPICC

REWARDS AND RECOGNITION

- Exceeded allocated Sales quota for 2023 to achieve fastest Sales Frontrunner Award.
- Won the Achiever Award for Best Salesperson in 2021.
- Received the Country Manager Award in 2020.
- Recognized with the Excellence Award in 2020.
- Attained the President Club Award in 2019.
- Appointed as Country Manager and awarded in 2018.
- Achieved the prestigious CEO's Gold Award in 2016.
- Appreciated by the CEO as the top performer in the "Serve to Sell" concept at Airtel in 2015.
- Emerged as the winner of the Champions League in 2014.