

Neha Singh

DGM - L&D

Experienced manager of nationwide training strategies with a track record of enhancing sales performance, product knowledge, and processes. Successfully led teams, collaborated with Marketing Heads, Business Heads, Strategy Head and developed B2B2C channels and sales enablement programs. Seeking to drive sales growth and process improvements in a new role.

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📍 Bangalore, India

SKILLS

Strategic Thinking

Communication

Project Management

Leadership

Adaptability

Passion

Training & Development

Sales Enablement

Sales Hiring & Training

Strategy & Operation

WORK EXPERIENCE

DGM - L&D

Extramarks Education India Pvt Ltd

09/2022 - Present

Bangalore

Achievements/Tasks

- ◇ Oversaw **nationwide training strategies** to enhance sales performance, upskill on product knowledge, and improve processes.
- ◇ Managed sales training and **operations in 28 states**, achieving an average **activation time of 19 days** for new hires and driving **sales performance within 15 days** of sales coaching/mentoring.
- ◇ Delivered **monthly leadership training** for Sales Heads covering sales skills, product updates, marketing & its execution plan.
- ◇ Managed a team of **20 QC personnel and 50 sales trainers**
- ◇ Worked closely with the Marketing Head to plan and execute field marketing campaigns and delivered speeches to crowds of more than **1,000 people**. Ensured the same level of field marketing performance for the **B2B2C channel** through efficient resource management of sales trainers.
- ◇ Created **KPIs for sales managers** and ensured adherence to them. Developed HR processes and strategies to enhance talent onboarding.
- ◇ Played a significant role in **CRM (Salesforce + Internal CRM tool)** planning, testing, and implementation, as well as post-sales operational processes
- ◇ Worked with the strategy team to develop **B2B2C channels and sales enablement programs**
- ◇ Improved retail performance nationwide and contributed to the B2B2C sales channel by partnering with business leaders
- ◇ Collaborated with the academic team to analyze **product-wise sales performance**, identified gaps, and devised sales training plans to improve performance in each category.

AGM - L&D

Extramarks Education India Pvt Ltd

06/2020 - 08/2022

Achievements/Tasks

- ◇ Created a **customer relations team** from scratch by hiring, training and setting up processes
- ◇ **Implemented HRBP support** process throughout India by hiring, training and designed regional support processes
- ◇ Developed **KRAs for leaders** and ensured their effective implementation
- ◇ Organizing/Delivering **Train-The-Trainer (TTT)** sessions to enhance the performance of Sales Trainers nationwide.
- ◇ Worked closely with various departments to improve B2C market development
- ◇ Establish **sales compliance and policy** enforcement strategy
- ◇ Supported Business Unit Heads in executing **better sales cycle** for achieving business plan

WORK EXPERIENCE

Training Manager - L&D

Extramarks Education India Pvt Ltd

02/2019 - 05/2020

Achievements/Tasks

- ◇ Analyze sales gap and plan/execute strategies for growth with KPMG consultants
- ◇ Train new joiners every week, assess and prepare for direct sales
- ◇ Retrain non-performers after analyzing calls and sales approach, work on sales enablement programs, and design hiring strategies for onboarding the right talent.

Assistant Manager - Sales

Extramarks Education

11/2018 - 01/2019

Achievements/Tasks

- ◇ Manage sales team to hit targets, design/implement strategic sales plan, recruit/coach/monitor reps.

Sr. BDA - Sales

Think & Learn Pvt Ltd (BYJU's)

07/2017 - 11/2018

Achievements/Tasks

- ◇ Led 20-person team through 3 sales campaigns, follow-up on non-closed sales, track sales data, provide BDA training, and improve sales pitch to counter competition.

BDA - Sales

Think & Learning Pvt Ltd (BYJU's)

07/2016 - 06/2017

Achievements/Tasks

- ◇ Direct sales (calling, field sales, closing), close deals after rep visit, participate in sales campaigns, work on outbound sales.

EDUCATION

PG Diploma in Training & Development

Indian Society for Training and Development

12/2022 - Present

Bachelor of Engineering

G H Raisoni Institute of Engineering and Technology for Women

05/2012 - 05/2016