

# Work Experience

01/2023 – Present

## **BUSINESS DEVELOPMENT MANAGER – STUDENT EDGE MAGAZINE**

- Responsible for handling end to end sales cycle for South India and spear heading a team of 6 members to maintain monthly targets.
- Day to day task- Evaluation, construct monthly plan for Business Development Executive team and monitor input metrics using G-Suite tools
- Develop and execute strategic sales plan to achieve revenue targets-based on customer feedback and train sales rep.
- Build a strong sales funnel of potential clients for the sales executives and provide sales forecast to the Director.
- Participate in industry events, conferences, and networking activities to expand the company's presence and generate leads

04/2021 – 08/2022

## **REGIONAL MANAGER SALES– SKILL LYNC**

- Spear headed 3 departments of 110 Inside Sales Engineers, Revenue Collection team and Pre-Sales team for North India universities and educational institutions.
- Increased overall monthly revenue by 113% in first month of tenure with a sales engineer headcount of 60 by focusing widely on B2B collaboration's by implementing webinar strategy.
- Steered strategy and alliance development, Improved quality control for improvising revenue generation on daily basis and coached sales engineers.
- Conduct product demos and presentations for C-suite level.
- Provide accurate sales forecast and report to Chief Revenue officer on weekly basis.

08/2019 – 04/2020

## **Inside Sales Engineer – CEJN INDIA PVT LTD.**

- Qualify and prospect inbound leads generated by the lead generation team. Identify key decision makers in the corporate, analyse market trends, customer requirements and prepare customised newsletters.
- Collaborate with cross-functional teams, such as marketing and product development, to align business development efforts with company goals.
- Based on Sandler Challenger Sales method helped in acquired SMB across South India.
- Recruited and developed Inside Sales Engineer to increase sales by 43% in B2B & B2C Technical Sales through online campaigns.

# SATHYA.K

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08/2017 – 04/2019

### Product Management - Pre Sales Engineer – RITTAL INDIA PVT LTD

- Responsible for generating cost sheets for Indigenized and Imported products as per B2B requirements across Indian Market and Asia Pacific Region.
- Design and implementation of customized solutions for Power and cooling design for Data centers and managed RFQ's for both private and public sectors.
- Provide quotation using SAP-SD Module for the initiation of order processing followed by project execution in India and COC Region.
- Generate proposals (RFP) as a result of consultative selling to OEM's and SMB for domestic clients.

### Job-Related Skills:

- SAP SD
- Microsoft Excel, Word, PowerPoint - MS Office
- Microsoft Dynamics CRM
- Lead square CRM
- Six Sigma – Yellow Belt
- Project Management Professional (On going)
- NLP Sales
- Sandler Sales Method
- Account Management -B2B/B2C
- Inside sales – Call Audits
- Innovative Thinking
- Negotiation Skills
- Interpersonal skills
- Analytical Skills
- Customer Centricity

## Education

2013 – 2017

- **BACHELOR OF ENGINEERING IN MECHANICAL –**  
Visvesvaraya Technological University, India

## Achievements & Actions

- Skill Lync, I outset a team of 63 sales engineers and in a span of 4 months expanded the team to 110 sales engineers with exponential revenue growth and coached/set new input metrics/SOP that helped the team grow.
- Maintained Low attrition rate as low as less than 3% per month in Skill Lync- considered the best manager to provide a conducive atmosphere to bring on better output.
- Skill Lync helped me to discover the sales trainer hue on me, I was able to train the team and developed the team revenue from INR 40lacs per month to INR 8.37crore in a single month by developing new marketing strategy and promoting referral channel.
- In CEJN Pvt Ltd, I worked with the Marketing team, formulating strategic newsletters to cover the giant clients in the various industry segments, my major achievement is Nestle project at INR 25lacs - the highest revenue bagged in India from the Inside sales team.
- Rittal India Pvt Ltd - I am grateful since it allowed me to work on a confidential project as a fresher and allowed me to have a team of two by fully trusting me on it, the total revenue of the project is INR 200 crore.
- I was nominated as the best employee of the quarter in Rittal India Pvt Ltd.