

Barsha Mukherjee

+91 9732228652 | thakur.barsha1992@gmail.com | Bangalore, Karnataka, India | [Linkedin.com/in/barsha-mukherjee-3b4b8593](https://www.linkedin.com/in/barsha-mukherjee-3b4b8593)

Lead Generation | Sales Cycle Management | Revenue Generation | Account Management

Recognized Strategic Sales Professional with **8 years** of experience in Strategic Sales, Business Growth, Team Mentorship, Go-to-Market Strategy International Market Expansion and Strategic Alliances. Excel at **coaching diverse teams** and **delivering sustained business** development in absence of TL- Negotiations & closure while dealing with critical clients/accounts.

- **Career success** in **improving B2B Clients** prospecting of leads thereby managing the entire SDR cycle end to end starting from Finding the Lead industry specifically, creating a targeted Prospect, Connecting with C Level executives, qualifying them, Product Positioning / Presentation, Value proposition, using various sales strategies and generating the need.
- **Preparing Sales Funnel** using various Sales Strategies, Lead management, Upselling tactics via various channel partners and tools.
- **Cross Selling** other digital & SaaS Products to existing Pipelines, existing Clients with Cross Functional Teams.
- **Proactively established and maintained high-level 'trusted advisor'** relationships with business leaders, partners, key accounts, and top management, and driven multi-million deal structuring and strategic alliances leading to explosive growth.
- **A high degree of Team Building Accountability in absence of TL-** Having a bias for action to lead sales teams and build new teams for managing a large portfolio and carry out significant negotiations for successful deal/account closures.
- **Team Training aptitude** to **suggest turn-key leadership** and **sales solutions** to keep one step ahead of a competitive industry.
- **Goal-Oriented** and with high ownership in tasks assigned, building team, and resist in Start up Culture with unstructured Process and deliver outcomes.

Key Skills



Planning

- Strategic Sales
- Product Positioning.
- Go-to-Market Strategy
- Lead Management / Generation.
- Revenue Generation



Business Growth

- Strategic Tie-ups and Alliances
- Key Account Management
- Market Penetration
- Stakeholder Management



Sales Excellence

- B2B and B2C Sales
- Enterprise / Channel / Product Sales.
- Deal Negotiations
- Sales Operations

Work Experience

Business Development Manager - Growth & Investments Lead

(PAN India)Velocity | Oct 2021 – Sept 2023

I joined as Lead Generation Specialist and got promoted to Business Development Manager in Oct 2022 since I had the highest conversion in SDR role. Throughout, displayed skills in identifying MSME/startups, Prospecting them, Creating a Sales Funnel, Value Proposition, selling loans as solutions (lending credits), and undertaking all phases of account ownership from pitching, and negotiating till successful closing of the deals (portfolio deals). Was also given a small team of 10 people to manage in SDR Level being the top converter.

- **Leadership aptitude;** train teams and work with **D2C Founders** to solve business finance challenges and pain points, thereby **optimizing Velocity's products & Services at Pan India.**
- **Coordinated** with clients from Data Analysis, Underwriting, offer discussion, Signing of NDA, and Onboarding to Final Disbursals.
- Showcase **relationship-building** role to **build new channel partners** through different automation modes (Calls, emails, LinkedIn pings) and navigate them to Meetings/ Demos and increase Global Sales Pipelines.
- **Implement sales operations,** including sales data management and effective planning and reporting through weekly and monthly projections and hurdle meetings; develop and implement sales processes and a CRM system using Hubspot.
- Supported the marketing team in developing branding and marketing collaterals regularly.

Notable Highlights:

Team Achievements -

- **Portfolio:** Drove **15+** Top D2C brands-Bewakoof, Smoor, Belavita Organics, SUTA, Meghna's Biryani, Wow Momos, Earth Rhythm
- **Revenue:** Generated INR. **20 Cr.** (annually) and average per ticket size - INR. **30 lakhs** (highest in history)
- **Products Cross Selling :** **SaaS** Finance Solutions, wallet concepts to the existing pipelines.
- **Accomplished 400 demos (a month)** - historic figures and improvements happened in the process

Individual contributions

- Managed the **company's growth journey** as a core employee for internal platform deployment (SAAS-based) & revenue generation.
- **Bagged highest closure (in the history of Velocity) of INR. 4cr. with Bewakoof Brand.**
- Interfaced with sales engineering, marketing, and product teams internally to ensure improvement in **SAAS CRM**.
- Generated more qualified pipelines against internal working parameters by dividing KRAs of the SDR & BDR team.
- **Cracked medium-level deals** quicker, which later grew by 15%.
- **Reinvigorated SOPs** for mail campaigns and SDR Team which helped to get more positive responses via cold calling, thus, elevated 20% productivity m-o-m.
- Applauded for handling 2 processes simultaneously for 3 consecutive months in the absence of the Team Lead.
- Commended for controlling attrition rate and retaining bottom performers by training them and addressing the root cause of challenges.

Relationship Manager & Team Lead

Indian Fashions (Unit of Kritanjali Creations), West Bengal | Aug 2019 – Sep 2021

Handpicked by a Manufacturer and Exporters of Jewellery to lead a team of 7 members for driving B2B and B2C sales in the international markets. Additionally, supported SCM functions at the manufacturing unit ensuring deliveries to new targeted countries.

- **Sales** - Oversaw entire sales cycle from lead generation, closure and account management, generating revenue of 1 Cr+ as MRR.
- **Account Management** - Derived prospective accounts in targeted markets and pursued leads by successfully increasing business outcomes by 10%.
 - Generated a portfolio of 50+ B2B clients in international groups and retained profitable business.
 - Attained the highest retaining business with existing clients base during the Covid phase.
- **Business Growth** - Delivered MOM steady growth in revenue figures (IC & Team Handling) quarterly, annually.
- **Automation** - Developed and managed digital product - website distribution during Covid.
- **Markets Covered** - **USA | UK | APAC** regions.
- Targeted 3 more countries and fetched revenue against Roas successfully (Oman, Cambodia, Dubai).
- Launched the company's 1st service based product "Website Distributorship" during COVID.
- Acknowledged as the Top Performer of the Year.
- **Honoured with Back to Back Awards** for best performance of quarterly achievements and team handling (during COVID).

Business Development Executive

IQCT Medical College & Hospital, West Bengal (Group of Narayana Hospitals) | Feb 2015 – Feb 2017

During this tenure, gained excellence in the acquisition of new accounts, retention of existing accounts, and development of corporate partnerships as healthcare partners. Achieved new segments namely education and steel plants.

- Directed the corporate finance unit by bringing pending revenues, extended agreements and sustained relations with Corporates (SBI, Coca-Cola, Axis Bank).
- **Successfully closed 5 big deals** within 7 months using strong interpersonal, relation building and negotiation abilities.
- **Landed new business** - Tied up with Delhi Public School, ASP (Alloy Steel Plant), and DSP (Durgapur Steel plant).

Customer Service Associate

Columbia Asia Hospital, Ghaziabad | Sep 2013 – Oct 2014

Played a vital role in handling customer queries and concerns related to medical services for both domestic and international customers.

- **Received 100% on customer satisfaction service surveys** and enhanced overall customer service turnaround times by **60%**.
- Connected with people in a 1-on-1 environment to ensure the best customer service possible within challenging deadlines.

Notable Highlights:

- Successfully **shaped up health check-up department for international patients** and improved TAT/patients waiting time.
- **Attained multiple Pat-On-The-Back appreciations** for consistency and smooth working against every department.



QUALIFICATION

Bachelor in Hospital Management (2011 - 2014)

IT Skills - MS Windows, MS Office Package (Word, Excel & PowerPoint) and Internet Applications

- References and other documents available upon request -