



## Sonal Gupta

Consultant | Sole SaaS Sales | Offering Global Solutions, Product & Services to Clients | Inside Sales | Small to Enterprise Level Accounts Handling | Retaining Clients | Renewals | Upsell | CSM | Calls Handling – I/O | Prospecting | Business Development | SDR

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**S**onal is a passionate *Inside Sales, CSM, Accounts Handling, & Business Development Professional* with core expertise in *Sole SaaS Sales, IT Products & Service Sales, Channel Sales, Offering Complete Suit to Global Clients from Small to Enterprise Level Accounts, Prospecting, Retaining Clients & Demand Generation, Inbound and Outbound Sales* with exceptional Communication Skills to generate tangible revenue with focused outcomes.

### CORE COMPETENCIES

- Proven Experience of 6 years in Clients Handling & Offering Company's Sole Solutions- Products & Services across US Geography for GLOBAL Industries
- Good Understanding of Enterprise Solutions, Cloud Infrastructure & Platforms with strong experience of selling value-based solutions
- Gained expertise in making high quality Renewals calls, New calls, Sending Reminders, Booking Meetings, & Re-confirming
- Finding New Potential Opportunities and Challenges by being in full capacity of trying different ways of Prompt Responding, Effective Nurturing, Connecting, Ensuring Timely Follow-Ups, and Engaging with Warm Leads, Cold Leads within a given sales territory.
- Booking Qualified Meetings with Prospects/Clients by leveraging all channels Leads weather Digital Marketing, Inbound/Outbound, Trial, LinkedIn & leveraging other Social Media Channels by keeping abreast of best practices and promotional trends
- Proven experience In Complete Sales Management Cycle – Prospect Identification, Qualification, Discovery, ROI, Proposal & Closing.
- Monitor customer On boarding Process, Usage, proactively Identify opportunities for improvement, Provide Feedbacks and Suggestions to Ensure Customer Success.
- Being part of Regular Meetings, to Discuss Strategies, Sales Targets and Creating ACTION-PLANS to achieve them, while also Monitoring Performance, Providing Updates, & Sharing Feedbacks and Address any Issues or Concerns.
- Good knowledge in understanding and discussing KEY DEALS in Pipe, organizing them as per Revenue Impact – Starting from Highest ARR Opportunity going down to the lowest ARR Opportunities
- Relevant experience in doing Extensive Research & Analytics, Updating, Maintaining & Storing Relevant Data
- Managing Sales Pipeline Effectively, Tracking All Leads and Updating Lead Status, Activities, and Progress using CRM Systems.
- Proficient in using MS-Office, G-Suite, Chat GPT, Outlook, MS Teams, Social Media Marketing Channels, Zoho, CRM, LUSHA, Sales Navigator, LinkedIn, Reply.io, ZoomInfo and Open-Source Tools.
- Knowledge of Agile Methodology, Open API Model, Project Management Software, Dashboards, OKRs, Milestones, Reporting, Data Management, Supply Chain Management, Revenue Cycle Management, Payers & Providers.
- Understand Customer Requirements, Pain points, business objectives & Acted as Trusted Advisor & Problem Solver
- Strong Identifying, Acknowledging, Listening, Empathizing, Escalating and Negotiating with great Customer Satisfaction.
- Designing and implementing a strategic sales plan that expands the company's customer base and ensure its strong presence.
- Demonstrated ability to Communicate, Present with Reliability, High Integrity, & Great Temperament & Pleasing Personality
- Strong Prioritizing, Time management and Organizational Skills along with Managing Challenging Projects, & Collaborative Team Player
- Quick Learner, Highly Energetic, Adaptive, Ambitious, Motivated, Strategic thinker with great Interpersonal Skills & Work Ethics
- Strong Business Sense & Industry Expertise, while being fully aware of new products and competition status.
- Maintaining positive Business Relationships to Influence Credibility, Ensuring Future Sales and Openness to Feedback.

### PROFESSIONAL WORK EXPERIENCE

#### Senior SDR – Inside Sales/ Strategic Business Development at [Altudo](#), Gurugram, India

August 2022 to Current

[Altudo](#) is a global digital marketing and technology consulting company, focused on creating 1:1 personalized customer experiences.

- Worked on Selling SaaS based Product - Asana, a Work/Project Management cloud-based platform, across US and India Geography.
- Using Account Management Prowess To Drive Channel Sales Across A Broad Portfolio Of Security, Collaboration, And Network Management Applications Targeting Small To Enterprises Organizations.
- Finding Potential Opportunities through Lead Generation, Hunting, Social Media channels, Value based Selling, Product Demos, Renewals, UPSELLING, CROSS SELLING, DIRECT SELLING, by offering Prospects, Decision Makers, CXOs, & Clients Company products & Services, by Drafting Content For different ICPs, & Global Industries Segments & Across Different Verticals.
- Accountable for driving and generating revenue for the business unit working on Inbound Sales Inquiries through Call and email.
- Participated In Opportunity Assessment, Prospect Identification, Lead Qualification, Developing Response Strategy And Proposals/Quotations, Process Improvement, Competitive Positioning, And Pricing / Commercial Decisions.
- Building healthy Pipeline by tracking all leads data, Organize and Analyze materials such as design documents and other scoping materials.
- Ensuring Metrics are met as per Agreed KPIs / SLAs Targets As Applicable Should Deliver 100% Accuracy in deliverables.
- Closely worked with Solution Engineers for helping them in building Product Demos as per discussed Use-Cases during meetings with Prospects & Clients, Mapping Out their Current Business Workflows to anticipate The Technical & Integration Challenges.
- Closely Working Together With Internal Team Members, Channel Partners, And Cross-Functional Leaders To Ensure That Everyone Is Working Towards Shared Goals And Mutual Benefits.
- Effectively Participated In Weekly Pipeline Deal Review Calls, Daily Stand-Ups, Leadership Calls, & other SDR Activities including Work, Strategies, Approach, Outcomes, Cadences, Reports, Dashboards, Ms-Excel, PDFs, Or Power Points Files

**Senior Consultant | Inside Sales Specialist at [AiRO Digital Labs, Gurugram, India](#)**

*April 2022 to May 2022*

*AiRO is providing advance solutions for Enterprise IT Transformation & Automation, cloud services and other IT services company, based in the US.*

- Generated Leads for Health Care Continuum, Payers, Providers, Life Science, Pharma, Revenue Cycle Management(RCM), SCM, and OMNI -(SaaS-based automation platform, Upskilling programs) and selling AI, ML, OCR, NLP, RPA, Chat Bots, BluePrism, Automation intelligence products based on cloud platforms.
- Consulted with prospects from small to large size organizations such as Software Development & Services Companies their requirements in details and the timelines for their projects.
- Made High-Quality Renewal Calls that ensures clients understand how AI, automotive intelligence and Digital products can solve their problems and they can receive all the benefits that each product provides via cold call, email and constant follow-ups.
- Acted as strategic advisor through the renewals process to assist customers maximize their ROI in their journey of implementing digital transformational technologies.
- Understanding Assigned & Targeted Accounts customer's business needs, develop proposals & accurately articulate business value proposition at the Executive Level.
- Participate in the ongoing strategic planning process as an integral member of the senior management team
- Optimizing the Outreach Activity for targeted prospects searching by leveraging Tools & Applications like Sales Navigator, LinkedIn, ZoomInfo, Zoom Meeting, Google Meet, CRM, MS Excel, MS Outlook, Share Point, Inbounds, and other social media.
- Adhere to GDPR as well as other prevailing company policies and procedures while delivering the duties.

**Accounts Manager PE – Internal Operations for [MCMat Encore Capital Group](#)**

*Mar 2017 to Nov 2018*

*Encore Capital leading Financial Services specializes in Debt management, Recovery Solutions & Analytics based in California, USA*

- Worked as per FDCPA (Fair Debt Collections Practices Act) laws followed in the USA for all business models.
- Ensuring excellence in Accounts management, Internal Business Operations, Best Customer Service, Trainings and Developments, and Quality by building effective relationships with clients.
- Keeping track of all assigned accounts such as Capital one, Synchrony Bank, Citibank, Credit one to identify outstanding debts as well as reaching out to them for recovering the outstanding payments by devising effective strategies.
- Successfully negotiated payment plans with Clients by investigating and resolving discrepancies also by recommending payment solutions thorough review and assessment of their accounts, resulting reduction in bad debt write-offs.
- Consistently exceeded monthly collection targets through the implementation of effective debt collection strategies.
- Responsible for ensuring maximum recovery from irate, delinquent clients through I/O calls, chat and emails.
- Updating CRM, Preparing MIS reports, & ensuring accurate documentation on each account and as per guidelines
- Ensured adherence on Transaction Quality, Compliance Regulations, and Debt Obligations, and Risk Assessment
- Worked greatly on Listening, Acknowledgement, verification, and reassurance skills to be more empathetic with consumers
- Mentor colleagues with process knowledge and also helped in managing team reports.
- Successfully resolved complex debt collection cases, resulting increase in customer satisfaction and loyalty.

**Sales Associate – Sales Agent for [AT&T, Gurugram, at Convergys \(Concentrix\)](#) based in US**

*June 2016 to Feb 2017*

*AT&T is a leading telecommunications industry connecting millions of people & technology, also won award for cellular IOT company leader, based in Dallas, TX.*

- Worked as Sales Agent for the telecommunications industry in a variety of disciplines such as delivering best customer Service & support, retaining the existing clients, Managing Accounts, Specking new opportunities, running email campaigns.
- Responsible for Sales, through Direct Selling, Cross Selling, Upselling, Renewals, and Long term yearly subscriptions.
- Extensive Prospecting & Consultative Experience in making High Quality Renewals Calls for the purpose of generating more revenue for the business by doing Value based Selling.
- Identifying the needs of clients and offering them customized solutions also negotiating and closing the deals with them by offering them great deals & benefits & providing resolutions ensuring 100% customer satisfaction.
- Worked on Pre & Post sales related issues for the clients, which touches Service Delivery, Service Assurance, Billing & more.
- Experience in handling queries/complaints, escalations, objections and providing technical assistance through Inbound/Outbound, follow-ups via chat, email and call. Greet customers in a courteous, friendly and professional manner using agreed upon procedures

**Quality Assurance Analyst & Data Miner At [Citibank, USA](#)**

*Aug 2012 to Mar 2013*

*Citigroup is a leading financial services company focused on safeguarding assets, lending money, payments and accessing the capital markets on behalf of its clients.*

- Worked for major Rainbow USA(RUSA) project for leading Citi Bank North America (CBNA)
- Management of Individual and Commercial accounts, Selling Debit/Credit cards, Mobile apps to Clients across North America.
- Good experience in Supervising & KT to 5 Offshore Team on daily basis.

**ACADEMIC ACHIEVEMENTS & CREDENTIALS**

- MBA (Major – Finance & Minor- Marketing) from GNIM, Mullana, Haryana, March 2011
- B. COM with Computer Application from SD College Ambala Cantt. affiliated from Kurukshetra University, March 2008
- Diploma in Software Engineering from NIIT, Delhi
- Diploma in Web Designing from Arya Kanya Mahavidyalaya, affiliated from Kurukshetra University, March 2011
- 10th & 12th from Swami Vivekananda Public School, Jagadhri, Yamuna Nagar, April 2003 & April 2005
- Language proficiency in English, Hindi & Punjabi
- Interests include Music, Travelling, Swimming, Dance, Yoga and Therapy