

Shumaila Imam

Sales Specialist

Experienced Sales Professional with over 5 years of expertise. Proven track record in Lead Generation, Market Research, and End-to-End Sales. Exceptional Negotiation Skills and adept at both Outbound and Inside Sales. Proficient in Appointment Setting and fostering Strong Customer Relationships.



SKILLS

- Lead Generation
- Cold Calling
- Appointment Setting
- Telemarketing Skills
- Communication Skills
- Relationship Building
- Negotiation
- Customer Engagement
- CRM Proficiency
- Market Research

CRM AND TOOLS

- Hubspot
- Salesforce
- LinkedIn Sales Navigator
- Zoom Info
- Big Doug
- Apollo.io
- Seamless.ai
- Outplay

LANGUAGES

- English
- Urdu
- Hindi

CONTACT INFO



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Hyderabad,Telangana-500086

WORK EXPERIENCE

Freelance-Sales Specialist

[2022-2024]

- Develop and implement strategies for generating leads for SAAS-based firms.
- Target audiences and potential lead sources by conducting market research.
- Utilize CRM, Automation Tools, Social Media and Email Marketing for Effective Outreach.
- Establish if the leads meet business objectives by using criteria specific to that lead.
- Develop connections through social media, emails, and Cold Calling.
- Engage in discussions with marketing and sales personnel to optimize conversions.

Associate Manager-Business Development

Oct'2021 - Dec'2021] - Shangrila Corporate Services , Remote

- Map experts and key decision-makers in target organizations via LinkedIn and other channels.
- Analyze and qualify primary populations of leaders/experts.
- Engage with subject matter experts and decision-makers to drive discussions.
- Build a prospective outreach pipeline.

Associate - Lead Generation

[Oct'2020 - Oct'2021]- Acuity Knowledge Partners, Remote

- Research and engage leads to qualify them for sales.
- Manage and build a database for market outreach using Open Search and Lead Generation Tools.
- Conduct in-depth research on the target market.
- Collaborate with marketing teams on promotional strategies.
- Set up appointments with interested customers.
- Generate leads and build relationships through outbound calls and Emails.

Business Development Executive

[Aug'2019- Oct'2020]- Synapsica Healthcare, New Delhi

- Conduct market research, database generation, cold calling, and lead generation in healthcare services.
- Focus on both global and domestic markets.
- Manage the full sales lifecycle from lead generation to client closure.
- Promote the new Healthcare vertical (PACS with AI) in the global market.
- Prioritize and manage workload efficiently.
- Responsible for sales closure and customer maintenance.

Sr.Membership Consultant

[Oct'2018-March'2019]- Workout World, New Delhi

- Motivate the sales team to meet monthly goals.
- Set specific targets for tasks completed and revenue generated.
- Determine lead quantity needed to achieve sales goals.
- Maintain relationships with Customers / Members
- Provide clear insights into the sales pipeline at all stages.
- Train and mentor sales specialists to improve skills and performance.

Sr.Sales Specialist

[July'2017-Sep'2018]- Ironhood Fitness, New Delhi

- Overcame objections and promoted membership benefits.
- Streamlined sign-ups with quick documentation.
- Consulted clients on needs and budgets.
- Conducted tours and answered questions.
- Enhanced online registration processes.
- Actively greeted and engaged clients.
- Managed team task assignments.
- Created marketing materials for events.
- Resolved issues quickly.
- Tracked sales activities using CRM.
- Conducted cold calls and follow-ups for revenue.
- Ensured customer satisfaction through relationship-building.

Education

SHIATS, Allahabad | [July'2016 - July'2019]

- *B.Com*

IMT, GHAZIABAD | [Jan'2022 - Jan'2023]

- *Post-Graduation Program In Management:*

Specialization:-Marketing And Sales Communication