KUNAPULI **SEETARAM**

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**PROFILE**

* Having 17+ Years of Experience in Software Sales (Domestic) & Banking Financial (Loans) Services.
* Having an Experience in Software Marketing, IT Sales, ERP, SaaS / Cloud application, Direct Sales & Channel Sales.
* Good Experience in IT Sales – (**HIMS, School ERP, Business Software for manufacturing MSME’s**)
* Cold-calling in order to create interest in products and services and generate new business leads and arrange meetings.
* Generating leads for new business (IT Clients - SME/MSME’s) by various channels.
* Good Knowledge on ERP SaaS / Cloud application, HMIS Software, School/Educational ERP, Business applications for

MSME’s.

* Reporting to Head Sales/MD on day-to-day basis.
* Quick learner and excellent team player, ability to meet tight deadlines.

**WORK EXPERIENCE**

**Area Sales Manager May’2019 to Jan’2022**

**WIIFLEX SOFTWARE SOLUTIONS**

Wiiflex Software is a complete and affordable ERP Solution that helps reduce costs through faster, better managed process

and provides support for business success. The Product integrates all of the regular functions of business no matter how

big or small the scale of operations is by providing a means of better manage the company’s resources.

**Job Profile:**

* + Holding the responsibility as Channel Sales/Area Sales for Business Development, Sales and Marketing for Software

Total Business Management end to end solutions.

* + Achieves the targets thorough understanding of business processes and implementing the same.
  + Understanding customers' diverse, specific business needs and applying product knowledge to meet those needs.
  + Fixed appointments and direct field visits to potential areas and doing demos/ online demos.
  + Cold-calling in order to create interest in products and services and generate new business leads and arrange meetings for demos and close the leads according to the client requirements ERP.
  + Identifying and developing new business (IT Clients-SME/MSME) through networking and follow-up calls, Direct Sales.
  + Assist in development and implementation of sales plans.
  + Collect market information to analysis trends and identifies business opportunities.
  + Collecting reports from my team and update to Operations Head on day-to-day basis.

**Sales Manager Jan’2015 to April’2019**

**BASANI SOFT PVT LTD.,**

School Management System like Basani Soft enhances the value of Educational Institutions. Basani Softhelps schools to

manage Student and Staff data, streamline administrative tasks, maximize School-to-home communication and inspire

student performance and success.

**Job Profile:**

* Support the account planning / budgeting process by designing and updating reports on cost and time spent by using time tracking and project management tools.
* Coordinate with various teams (Finance team, pre-sales, solution architects, delivery managers, business heads, etc.) to update progress of project milestones.
* Work with management team to identify and evaluate market, new target clients.
* Identify and evaluate specific new profitable business opportunities.
* Initiate and complete proposals and presentation for new business opportunities
* Work with internal teams to deliver outstanding presentation to capture profitable business opportunity.
* Develops a strong pipeline of new customers and projects in accounts through direct or indirect customer contact and prospecting. And drive efficiencies through aligning teams to projects.

**Business Development Manager May’2012 to Dec’2014**

**KEYSTONE HEALTHCARE TECHNOLOGIES**

Worked as **Business Development Manager** in **Keystone Health Care Technologies Pvt ltd.,** Hyderabad & AP Region.

**Job Profile:**

* Ability to generate new leads with existing doctors and hospitals.
* Identifying and making contact with new prospective clients.
* Highlighting the benefits of the company’s software products and services.
* Arranging for software demonstrations for clients.
* Following the sales process from start through to close.
* Developing sales within both existing and new business accounts.
* Once a sale has been made then advising clients on IT implementation and training.

**Business Development Manager Feb’2009 to April’2012**

**TATA CAPITAL LTD.,**

Worked as **Business Development Manager** in **Tata Capital Limited**. Hyderabad.

**Job Profile:**

* Have been a consistent performer in terms of target achievement month on month product leadership in all the dealer outlets assigned.
* The customer portfolio sourced is at Zero delinquency levels.
* Have been awarded the STAR MAGIC AWARD for consistent contribution to team targets.
* Have been recognized as a hardworking and dynamic individual with excellent interpersonal skills across all departments and clients.
* Have been appreciated by the clients for follow up and after sales service rendered.

**Senior Sales Executive Oct’2004 to Jan’2009**

**ICICI BANK LTD.,**

Worked as a **Senior Sales Executive** in Auto loans Division (DST) in ICICI Bank ltd., Hyderabad Branch.

**Job Profile:**

* Daily get the leads from call center & Branches, follow up the leads & convert the 100% to buy a product.
* Maintain the customer relationships
* Daily report to my Team leader and RM
* Organizing events as a promotional activity
* Handling customer queries and issues.

**TECHNICAL SKILLS**

* Operating System: Windows XP, Windows 7,8.1,10 & Linux
* Tools and Applications: MS Office (Word, PowerPoint & Excel)

**EDUCATION**

M.com (Commerce) – From Rama College, Vijayawada.

Affiliated to Madurai Kama Raj University (2001-2003).

B.com (Commerce) – From C.R.Reddy College., Eluru

Affiliated to Andhra University.

**PERSONAL PROFIE**

* Name : K. Seetaram
* Date of Birth : 25th August 1978.
* Language known : English, Hindi & Telugu.

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