

# Prateek Devaraju

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**Career Objective:** Experienced sales consultant with four years of experience in the technology industry seeking an opportunity to utilise my strong communication, persuasive, and relationship-building skills to lead and grow a sales team, increasing revenue and achieving targets. As an MBA student, I am eager to bring my passion for sales and desire for continuous learning and professional growth to a company in the sales industry and make a positive impact in a dynamic and growth-oriented environment.

## EDUCATION

**Aston University**, Birmingham, UK  
Masters of Business Administration

Sep 2022 - Sep 2023

Honed analytical, problem-solving, and decision-making skills through case studies and business simulations, applying theoretical knowledge to real-world business challenges. Egs. Timpson and Virgin Money.

**PES University**, Bengaluru, India  
Bachelor of Engineering in Computer Science

Aug 2013 – May 2018

## WORK EXPERIENCE

**Voilo**, Birmingham, United Kingdom  
**Business Development Intern**

July 2023 – Present

- Generated leads and initiated contact with over 200 small business prospects through cold calling, email campaigns, and LinkedIn outreach to onboard them to Voilo's payment solutions.
- Conducted market research and competitive analysis to identify small business customer segments with high potential to adopt Voilo services.
- Partnered with marketing team to create targeted digital campaigns, resulting in a 15% increase in product demo sign-ups from small business owners.
- Supported creation of presentations, proposals, and partnerships kits to showcase Voilo's offerings and value proposition to prospects.
- Tracked outreach in CRM and provided insights into sales funnel performance to optimize lead conversion rates.
- Collaborated with account management team to ensure seamless customer onboarding and developed referral strategies to drive continued engagement.
- Supported partnership initiatives with relevant trade organizations and networks to extend Voilo's reach within the small business community.

**Alien Technology Transfer**, Hyderabad, India  
**Senior Sales Consultant**

May 2020 – July 2022

- Strategically secured over 100 new SMEs across the EU and UK through successful cold calling campaigns, leveraging tools such as LinkedIn Sales Navigator, Lusha, and Hunter for lead generation. This effort resulted in substantial growth in new business development and lead generation.
- Cultivated relationships with 7 Venture Capitalists, delivering tailored service presentations and meticulously qualifying SMEs for investment within their portfolios. This initiative led to a remarkable 60% increase in client sales over a span of 2 years, highlighting adept business-to-business (B2B) relationship management and the formation of strategic partnerships.
- Conducted comprehensive market research encompassing competitor analysis, financial statement examination, consumer segment identification, stakeholder analysis, and market constraint evaluation. The insights gleaned from this research provided invaluable perspectives for business analysis.
- Presented intricate project analysis feedback to C-level executives, facilitating successful negotiations and securing favorable contractual and pricing terms during the onboarding process for Innovate UK and EIC

Accelerator applications. This accomplishment underscored exceptional business analysis skills and strategic partnership prowess.

- Proficiently managed the sales pipeline and customer interactions utilizing HubSpot CRM, showcasing adept sales operations management techniques.

**Magnum Networks Support Pvt Ltd, Bengaluru, India**

**Jan 2018 – Mar 2020**

**Product Sales Consultant**

- Utilized consultative sales techniques to generate new business and increase revenue for Magnum Networks Support, showcasing strong new business development skills.
- Built and maintained strong relationships with clients by providing excellent customer service and support throughout the sales process, highlighting effective customer relations skills.
- Conducted product demonstrations and presentations to showcase the benefits and features of Cisco, Juniper Networks, HP & Commscope's products and services, demonstrating expertise in product development.
- Surpassed sales targets by 15% through building relationships with cloud providers, presenting tailored cloud solutions, and collaborating on product roadmap creation, showcasing strong new business development and product management skills.
- Collaborated with cross-functional teams, including the Operate bid management, line of service, and pursuit teams, to complete sales activities and meet project deadlines, ensuring the company's commitment to customer satisfaction.
- Constructed customized cloud solutions to meet Service Provider needs, securing an additional 35 enterprise accounts, showcasing expertise in product development.

**Achievements**

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- *Aston Scholarship Award – Awarded an MBA Aston Enterprise Scholarship 20% in 2022.*
- *Best Closer at Alien Technology Transfer – Received recognition and incentive for being the best performer in 2021 for Q1 and Q3 closing a total of 26 and 29 contracts.*
- *Magnum Networks Support: Won the Sales Excellence Award for achieving the highest number of new business acquisitions for the company in 2019.*

**Skills**

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**Industry Experience:** SaaS, IoT, Cloud solution and public and private investments.

**Business Skills:** Leadership, sales and management skills, presentation skills, business writing skills, business development, cold calls and networking.

**Interpersonal Skills:** Consulting, communication, negotiation, customer relationship management and analytical skills.

**Technical Skills:** Microsoft Word, Microsoft 365, Salesforce, Microsoft, PowerPoint, Outlook, Microsoft teams, SharePoint, HTML, CSS and JavaScript

**Interests**

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- Interest: Football, Hiking, Public Speaking and Organizing Road trips.