

P SAIPRASAD REDDY

Business Development Manager (BDM)

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Business Development Manager with a proven track record of exceeding revenue targets in the software industry seeks to leverage expertise in B2B sales, lead generation, and account management to contribute to Audree Infotech's continued growth. Adept at building and maintaining strong client relationships, identifying new business opportunities, and driving the entire sales cycle to successful closure. Proven ability to collaborate effectively with cross-functional teams to ensure exceptional customer experience and achieve business objectives.

PROFESSIONAL SUMMARY

- Business Development Manager with a proven track record of achieving revenue growth and exceeding targets within the software and IT industry.
- Spearheaded successful cross-selling and up-selling strategies that significantly improved overall revenue.
- Demonstrated expertise in business planning, accurate forecasting, and maintaining detailed account information, ensuring seamless coordination with various teams for efficient account management.
- Proficiently identified business opportunities across diverse markets, acquiring new clients for various applications, including quality, manufacturing, and inventory applications for the pharmaceutical industry.
- Successfully built and maintained relationships with key clients and stakeholders, setting up meetings, proposing solutions, leading and mentoring sales teams to exceed targets, and collaborating with technical teams to ensure client satisfaction and project execution.
- Successfully drove business through relationship building with IT, Pharma, Manufacturing, Healthcare, FMCG, Retail, and premium institutions/universities while handling 50+ named accounts, hunting new accounts, and qualifying opportunities for software and data recovery services.
- Possesses comprehensive experience in business planning, accurate revenue forecasting, order booking, gross/net additions, churn, billing, collection, and bad debts.
- Adept at scouting new business opportunities, acquiring new customers to enhance sales, conducting meetings with prospects, establishing and maintaining relationships with new and existing customers, and finding/developing new markets and potential customers to meet business targets.
- Successfully developed and implemented sales and marketing strategies to promote furniture and related products, including negotiating, presenting, and demonstrating desired products to schools, colleges, and corporate clients.
- Built and maintained strong relationships with stakeholders across different verticals like IT, Pharma, Education, Manufacturing, Hospitality, Healthcare, and Government sectors, identifying and converting new business opportunities, following up with clients, and setting up meetings.
- Effectively collaborated with IT support teams to prepare service level agreements (SLAs) and proposals tailored to clients' specific requirements and business processes, demonstrating a solution-oriented approach.

SKILLS

Technical Skills: CRM Software, Salesforce, Sales Process, Account Management, Lead Generation, Sales Presentations, Proposal Writing, Contract Negotiation, Market Research, Data Analysis

Core Competencies: Business Development, Sales Strategy & Execution, Client Relationship Management, Problem-Solving & Solution Selling, Team Leadership & Collaboration

Soft Skills: Communication, Relationship Building, Negotiation, Problem Solving, Leadership, Teamwork, Time Management, Adaptability, Initiative, Persuasion

WORK EXPERIENCE

Business Development Manager	May 2024 - Present
AUDREE INFOTECH PVT LTD (Hyderabad, India)	
Responsible for end-to-end business development, encompassing lead generation, client relationship management, sales strategy development, and closing deals. Collaborated effectively with cross-functional teams, including Quality Assurance, Development, and Back-End teams, to ensure client satisfaction, seamless project execution, and alignment with overall business goals.	
Identified and capitalized on business opportunities within the Telangana & Andhra Pradesh markets, securing new clients for a suite of software applications tailored to the pharmaceutical industry, including Quality Management, Manufacturing Execution, and Inventory Control Systems.	

- Developed and executed strategic sales plans to acquire new clients, converting leads generated through cold calling and networking initiatives into successful sales conversions.
- Collaborated closely with clients to understand their specific business needs, presenting tailored software solutions that addressed their unique challenges and requirements.

Achievements:

- Successfully built and managed a robust sales pipeline, consistently exceeding sales targets and contributing to the company's overall revenue growth.
- Recognized for consistently exceeding sales quotas and developing innovative strategies to penetrate new market segments within the pharmaceutical industry.

Business Development Manager - Corporate Sales

Mar 2022 - May 2024

STELLAR INFORMATION TECHNOLOGY PVT LTD (Hyderabad)

Responsible for all aspects of the sales cycle, from prospecting and lead qualification to proposal development, negotiation, and closing deals. Managed sales forecasting, pipeline management, and revenue generation activities, providing regular reports to senior management on sales performance and market trends. Provided guidance and leadership to a team of sales professionals, mentoring and motivating them to achieve individual and team targets, fostering a culture of collaboration and high performance.

- Drove new customer acquisition for BCP/DCP software solutions, SaaS-based Data Recovery, Data Wiping, and Data Migration services, successfully expanding the client base within the assigned territory.
- Cultivated and managed relationships with key decision-makers in the IT, Pharmaceutical, Manufacturing, Healthcare, FMCG, Retail, and Education sectors, leading to increased sales and brand visibility.
- Identified and pursued new business opportunities within existing accounts, while simultaneously hunting for new prospects, successfully growing revenue across a portfolio of 50+ named accounts.
- Developed and presented compelling sales proposals, effectively communicating the value proposition of software and data management solutions to potential clients.
- Collaborated closely with technical and delivery teams to ensure seamless project implementation and high levels of customer satisfaction.

Achievements:

Consistently exceeded sales quotas, achieving exceptional results in software and data services sales, contributing significantly to the company's revenue goals.

Assistant Business Development Manager - Corporate Sales

Aug 2018 - Mar 2022

NILKAMAL FURNITURE LTD (Hyderabad)

Responsible for managing sales and marketing operations, including lead generation, account management, sales forecasting, and pricing strategies. Played a crucial role in negotiating contracts, closing deals, and ensuring timely collection of payments.

- Drove sales for a comprehensive range of furniture solutions encompassing office, educational, cafeteria, and seating furniture, exceeding sales targets within the Telangana region.
- Played a key role in expanding the KAT division's business by identifying new market opportunities and developing targeted sales strategies.
- Proactively identified and cultivated new client relationships within the education and corporate sectors, conducting product demonstrations and presentations to showcase Nilkamal's furniture offerings.
- Managed the entire sales cycle, from prospecting and needs analysis to proposal development, negotiation, and closing deals, effectively managing client relationships to ensure customer satisfaction.
- Conducted extensive market research to identify emerging trends, competitive threats, and new business opportunities, using data-driven insights to refine sales strategies and maximize revenue generation.

Achievements:

- Achieved consistent success in meeting and exceeding sales targets, contributing significantly to the company's revenue growth within the assigned territory.
- Recognized for exceptional client relationship management skills, building strong rapport with key decision-makers in schools, colleges, and corporate organizations.

ASSISTANT SALES MANAGER - Mobility CRM and Software Services

Jul 2013 - Jul 2018

CRAVAKA INFO SYSTEMS PVT LTD (Hyderabad)

Responsible for managing all aspects of the sales cycle, including prospecting, lead qualification, requirement gathering, proposal development, negotiation, closing deals, and onboarding new clients. Played a key role in sales forecasting, providing support to the sales team, and ensuring accurate account management practices.

- Successfully acquired new customers and drove business growth by providing customized Mobility CRM solutions, mobile applications, and software services to a diverse clientele across India, spanning corporate, agricultural, retail, pharmaceutical, and FMCG industries.
- Collaborated closely with clients to analyze their business processes and identify areas for improvement, proposing and implementing end-to-end software solutions tailored to their specific needs and requirements.
- Worked closely with the IT support team to develop comprehensive Service Level Agreements (SLAs) outlining project scope, deliverables, and timelines, ensuring transparency and alignment with client expectations.

Achievements:

- Exceeded sales targets consistently by successfully identifying and securing new business opportunities, contributing significantly to the company's revenue growth.
- Recognized for exceptional customer relationship management skills, building strong rapport with key decision-makers across various industries, resulting in high client retention rates.

Business Development Executive - Software Sales

Jun 2011 - Jun 2013

AXON NETWORK SOLUTIONS PVT LTD (Hyderabad)

Responsible for all aspects of the sales process, including prospecting, lead qualification, needs analysis, proposal development, negotiation, closing deals, and account management. Played a proactive role in identifying and pursuing new market opportunities, expanding the company's reach within targeted industry sectors.

- Identified and pursued new business opportunities within diverse sectors, including corporate, education, pharmaceutical, manufacturing, hospitality, healthcare, and government, developing a strong understanding of their unique IT needs and challenges.
- Proactively engaged with potential clients through calls, meetings, and presentations, effectively communicating the value proposition of Axon's software solutions and managed IT services.
- Successfully established a new managed IT services practice, expanding the company's service portfolio and contributing to revenue diversification.
- Collaborated with technical teams to develop tailored Service Level Agreements (SLAs) and Master Service Agreements (MSAs), ensuring clarity and alignment with client expectations for IT infrastructure support and software solutions.
- Demonstrated exceptional presentation and communication skills, delivering engaging product demonstrations that effectively conveyed the benefits of EZ HR, Expense Management, and CTRL OPS & DOCS software to potential clients.

Achievements:

- Consistently exceeded sales targets, achieving strong results in software sales and contributing significantly to the growth of the company's client base.
- Recognized for building strong client relationships, resulting in repeat business and positive client testimonials.

EDUCATION

Marketing & IT

Dhruva College Of Management, Hyderabad
(2009 - 05/2011)

Computer Science

SRTM Latur, India University
(2006 - 04/2009)

Hobbies

Reading (Industry publications, Business and self-improvement books), Traveling (Exploring new cultures and destinations), Technology & Innovation (Staying up-to-date on the latest industry trends)