Sarthak Ahlawat

📍 Rajnagar Extension, Ghaziabad

📞 +91 7906674397 | ✉️ [Sarthak\_Ahlawat@yahoo.com](mailto:Sarthak_Ahlawat@yahoo.com)

🔗 [LinkedIn: linkedin.com/in/sarthakahlawat9](https://www.linkedin.com/in/sarthakahlawat9/)

***Professional Summary***

Enterprise B2B Sales Leader | 6+ Yrs in Strategic Sales | CXO-level Selling | Team Leadership | Revenue Growth Expert  
  
Results-driven Senior Sales Leader with 6+ years of experience in B2C and B2B sales, primarily in the Ed-Tech sector. Proven ability to build and lead high-performing teams, drive revenue growth, and implement strategic sales initiatives. Known for exceeding targets, leading corporate partnerships, and launching new sales models from the ground up. Strong expertise in performance analysis, cross-functional collaboration, and team development. Experienced in handling complex enterprise deals with 3–6 month cycles and ₹5L+ ticket sizes. Proficient in Salesforce CRM, consultative selling, and key account management across Tech, Aviation, and BPO sectors.

***Professional Experience***

**Cluster Head**

Univo Education Pvt Ltd, April 2024 – Present

•Lead a cluster of 70 sales agents, including both B2C and B2B teams, through 7 team leads/deputy managers.

•Directly manage the Corporate Sales Team responsible for B2B partnerships and onboarding major clients like HCL Tech, Indigo, and Concentrix.

•Designed and implemented high-impact sales strategies to serve both individual consumers and corporate clients.

•Overachieved targets (100%+) consistently; qualified for elite Sales Trip based on outstanding performance.

•Initiated and successfully implemented key sales projects, including the Pre-Sales Model for Amity University and the Upgrade Sales Model, boosting lead quality and sales effectiveness.

•Conducted regular training programs to improve product knowledge, pitching techniques, and consultative selling skills across both B2C and B2B verticals.

•Tracked and analyzed KPIs to maintain peak performance and ensure alignment with organizational goals.

•Drove collaboration across marketing and product teams for strategic alignment and campaign success.

**Associate Senior Manager – Inside Sales**

BYJU’S, Noida, May 2023 – April 2024

•Managed 7–8 team leaders and their sales teams, driving strategic planning and monthly revenue growth.

•Focused on customer engagement through virtual sales interactions (calls, emails, online meetings).

•Delivered sales training and performance feedback to develop team capabilities.

•Collected market insights and customer feedback to adjust positioning and improve sales performance.

**Business Development Manager**

BYJU’S, Noida, Nov 2020 – May 2023

•Led a team of 20+ associates and achieved over ₹9.5 Cr in revenue.

•Ranked consistently among the Top 5 Managers in North India, maintaining a WRPS of 1.3L.

•Recognized with mega incentives and outstanding evaluations.

**Business Development Associate**

BYJU’S, Noida, July 2019 – Nov 2020

•Generated over ₹1 Cr in revenue within 12 months with a 0.9 RCN.

•Specialized in educational sales across K-3, K-10, JEE, and NEET segments.

•Delivered sales with strong alignment to the company mission and team goals.

**Business Development Intern**

Bient Technologies, Noida, Feb 2019 – July 2019

•Built sales pipelines and generated daily revenue from national and international clients.

•Contributed to achieving monthly sales targets through strategic outreach.

***Education***

**Bachelor of Technology (B.Tech), Information Technology**

JSS Academy of Technical Education, Noida | Apr 2015 – Aug 2019

•Grade: 70%

•Member, Verve Cultural Society – organized and led inter/intra-college events.

***Skills***

• B2C & B2B Sales Leadership  
• Corporate Sales & Account Management  
• CXO-Level Relationship Management  
• Strategic Sales Planning & Execution  
• Consultative Selling / Challenger Sales  
• Key Account Management (KAM)  
• Negotiation & Closing Deals  
• KPI Tracking & Performance Analysis  
• Pre-Sales & Sales Model Development  
• Salesforce CRM | Zoho CRM | MS Excel (Advanced)  
• Cross-Functional Collaboration

•Corporate Sales & Account Management

•Strategic Sales Planning & Execution

•Team Building & Coaching

•Negotiation & Closing Deals

•KPI Tracking & Performance Analysis

•Pre-Sales & Sales Model Development

•Cross-Functional Collaboration

# Key Enterprise Sales Achievements

• Closed ₹10 Cr+ in B2B enterprise sales across EdTech & Corporate Learning verticals

• Onboarded 10+ enterprise clients including HCL, Indigo, and Concentrix with average contract value of ₹5L–₹15L annually

• Built a cluster-level B2B playbook to streamline enterprise onboarding and shorten sales cycle

• Engaged with CXOs, L&D Heads, and HR Managers to deliver tailored upskilling solutions

• Integrated Pre-Sales and Upgrade Sales models that improved lead qualification and boosted team conversion rates by 30%