

# Siddarth VG

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## EXPERIENCE

### • Senior Solution Engineer - Mid-market & Enterprise (Presales) - Freshsales CRM

*(Freshworks (Formerly Freshdesk), Chennai)*

*(01/08/22 - PRESENT)*

- Successfully closed 15+ key accounts within a single year, demonstrating exceptional relationship management skills with C-level executives and upper management team. This contributed to significant revenue growth and the expansion of the company's client base.
- Proficiently managed accounts with extended deal cycles, adeptly creating and presenting customized proof of concepts to address individual customer needs.
- Engaged in seamless collaboration with the product team, actively contributing to roadmaps and regular discussions on product requests and various use cases received.
- Empowered teams across the region through impactful training sessions on the latest product upgrades and updates, resulting in enhanced proficiency and seamless adoption of the new features, ultimately enabling them to provide better solutions to the customers.
- Pioneered the creation of a collaborative CRM community, fostering knowledge-sharing and support among presales colleagues, resulting in a collective pool of valuable insights and expertise.
- Collaborated closely with the upper management team, providing comprehensive support in presenting the CRM product to the board members, resulting in enthusiastic board approval and endorsement of the product's strategic value
- Played an instrumental role in developing a compelling demo script for Gartner's review application, positioning the CRM for evaluation and potential recognition as a noteworthy industry solution.
- Produced informative CRM feature videos tailored for Solution Engineers and customer-facing teams, facilitating effective communication and enabling customers to grasp the product's features comprehensively.

### • Senior Product Consultant - SMB (Presales) - Freshsales CRM

*(Freshworks (Formerly Freshdesk), Chennai)*

*(05/08/19 - 31/07/22)*

- Promoted to the position of Senior Product Consultant in April 2021, recognizing outstanding performance and contributions as a Product Consultant.
- Spearheaded impactful Product demonstrations by understanding the customer requirements, resulting in the Successful closure of 380+ Deals and substantial contribution to the overall sales team's target.
- Demonstrated a track record of converting 38% (on average) of leads into closed deals by aligning the customer requirements with the company's offerings and providing value driven solutions.
- Managed onboarding of new customers, facilitating seamless tool implementation with data migration, API integration, and provided comprehensive training to product champions, resulting in a delighted customer experience.
- Proactively initiated communication with the Product Management team, presenting valuable product feedback, and requests to contribute to product enhancement and development.
- Envisioned a dynamic role in empowering the Presales and Sales teams by providing comprehensive training and mentorship in CRM, ensuring their seamless readiness for a successful Go-live.

- o Empowered as the Point of Contact (POC) for the Product Management team, empowering Presales members with strategic solutions to address customer challenges. Actively engaged in multiple other initiatives to drive organizational growth and success.
- o Championed and conducted interactive webinars for AWS customers, providing valuable insights into CRM capabilities and empowering them with in-depth knowledge to maximize their usage.
- o Hosted Webinars for AWS customers to educate customers on CRM capabilities.

- **Sales Development Executive - Freshsales CRM**

*(Freshworks (Formerly Freshdesk), Chennai)*

*(05/02/18 - 04/08/19)*

- o Exclusively accountable for engaging with all prospective customers within the SLA definition and powerfully driving lead qualification, ensuring the provision of qualified leads to the sales team for closure.
- o Achieved an impressive CSAT rating of 4.4/5 by actively engaging with every prospect and customer's chat, skillfully understanding their unique requirements and challenges. Leveraged this valuable insight to provide tailored solutions and successfully earned the trust of customers.
- o Consistently surpassed monthly qualified lead objectives and quotas by skillfully converting generated leads into valuable opportunities.
- o Implemented effective data hygiene strategies to meticulously track and update prospect information in the CRM, resulting in enhanced accuracy and organization of critical data.

- **Marketing Intern**

*(Indian Institute of Management, Lucknow)*

*( 05/06/17 - 01/07/17)*

- o Achieved foundational knowledge in Marketing Management through focused learning and practical application.
- o Conducted comprehensive analysis of diverse Harvard Business Review (HBR) case studies, including prominent companies like Nike, etc.
- o Developed a business presentation leveraging insights from Marketing Management principles and HBR Case studies, showcasing the application of theoretical concepts to real-world scenarios.

#### AWARDS

- Culture Champion Q2'2021.
- Chief Closer Q3'2020.
- Chief Closer H1'2020.
- Long Service Award for successfully completing 3 years and 5 years at Freshworks.

#### ACADEMIC DETAILS

Education	University	Institute	Year
Bachelor of Engineering <i>(Computer Science and Engineering)</i>	Anna University	St Joseph's Institute of Technology	2013-2020

#### CERTIFICATIONS

- Presenting Technical Information with Stories.
- John Barrows Sales Training.
- Demo2Win!