

# BALAJI LAKSHMANAN

Erode | prakash.lakshmanan95@example.com | 555-0197

## PROFESSIONAL SUMMARY

Persuasive problem solver experienced in Lead Generation, seeking to apply Sales principles to challenging projects.

## TECHNICAL SKILLS

Lead Generation, Negotiation, CRM, Cold Calling, Account Management, Closing

## PROFESSIONAL EXPERIENCE

### Account Executive

*Lakshmanan Systems | 2021 - 2023*

- Managed a portfolio of 597 key accounts, ensuring high retention.
- Expanded market territory by 644% through aggressive Lead Generation strategies.
- Exceeded quarterly sales targets by 702% consistently leveraging Lead Generation.

### Business Development Manager

*Murugan Enterprises | 2016 - 2017*

- Negotiated contracts with C-level executives for Account Management solutions.
- Exceeded quarterly sales targets by 698% consistently leveraging Account Management.
- Expanded market territory by 296% through aggressive Lead Generation strategies.
- Managed a portfolio of 254 key accounts, ensuring high retention.
- Generated \$859k in new revenue through strategic prospecting and Account Management.

## EDUCATION

### B.S. in Sales

Bharathithasan University, Graduated 2012