

BALAJI MANICKAM

Karaikudi | vignesh.rajendran16@example.com | 555-0121

PROFESSIONAL SUMMARY

Strategic problem solver experienced in Cold Calling, seeking to apply Sales principles to challenging projects.

TECHNICAL SKILLS

Cold Calling, Closing, CRM, Negotiation, B2B Sales, Lead Generation

PROFESSIONAL EXPERIENCE

Sales Director

Srinivasan Tech | 2018 - 2021

- Generated \$747k in new revenue through strategic prospecting and Lead Generation.
- Negotiated contracts with C-level executives for Cold Calling solutions.
- Managed a portfolio of 210 key accounts, ensuring high retention.
- Exceeded quarterly sales targets by 251% consistently leveraging CRM.

Business Development Manager

Ramasamy Tech | 2019 - 2021

- Expanded market territory by 741% through aggressive Cold Calling strategies.
- Negotiated contracts with C-level executives for Cold Calling solutions.
- Managed a portfolio of 731 key accounts, ensuring high retention.
- Exceeded quarterly sales targets by 182% consistently leveraging CRM.

EDUCATION

B.S. in Sales

Anna University, Graduated 2018