



Abhishek Bajpai

Business Development Manager - Sales

Contact

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Skills

Key decision making

Very Good

New Business Development

Excellent

Product and service sales

Excellent

Performance metrics

Very Good

Sales expertise

Very Good

Skilled Business Development leader offering 4 years of experience in leading operations and enhancing revenue. Bringing expertise in client acquisition and contract negotiation, along with excellent interpersonal communication, relationship-building and team leadership abilities. Results-driven and proactive with demonstrated record of accomplishment in meeting and exceeding sales and revenue objectives. Fair knowledge of education loan, insurance, etc.

Work History

2020-06 -
Current

Business Development Manager

BYJU'S The Learning App, Bangalore

- Reached out to potential customers via telephone, email and in-person inquiries.
- Implemented successful approaches to revitalize underperforming product lines and create new profit-generating enterprise.
- Negotiated and closed long-term agreements with new clients in assigned territory.
- Established relationships with key decision-makers within customer's organization to promote growth and retention.
- Identified and pursued valuable business opportunities to generate new company revenue and improve bottom line profit.
- Uncovered and qualified prospects and sales opportunities in targeted markets using external resources.
- Created reports and presentations detailing business development activities.
- Collaboration with internal - external stakeholders and leveraging in house synergies.
- Recommending possible changes to process and policies so as to increase overall service and quality efficiency towards the customers.
- Taught consultative selling techniques to new and existing staff members to build expertise with respect to their KRAs, product modules and henceforth streamlining their efforts with organizational expectations.

2019-04 -

Business Development Associate

Verbal and written communication

Very Good

Revenue Generation

Very Good

Relationship building and management

Excellent

Prospect targeting

Very Good

Goal-setting

Excellent

Campaign development

Excellent

Strategic planning

Excellent

Persuasive selling

Excellent

2022-06

Parag Milk Food Ltd, Jaipur

- Boosted revenue by bringing in and cementing relationships with new clients and optimizing servicing of existing customer accounts.
- Planned marketing initiatives and leveraged referral networks to promote business development.
- Communicated with local organizations to build networks and develop leads.
- Organized focus groups to design best marketing strategy for product offerings.
- Enhanced customer experience using all omnichannel offerings.
- Reviewed client concerns and recommended appropriate changes to supervisors.
- Developed knowledge of company products and services to make suggestions according to customer needs.
- Maintained extensive knowledge of company products and services to provide top-notch expertise to customers.
- Arranged potential client contacts, cultivated relationships and followed through all service needs.
- Negotiated contracts and closed sales with new and existing clients.
- Met with current clients to assess needs and develop improvement plans.
- Engaged with customers to build business relationships.
- Researched, analyzed and projected market data for potential markets.
- Improved bottom-line profitability by growing customer base and capitalizing on upsell opportunities.

2016-06 -
2018-06

Marketing Executive

PC Training Institute, Lucknow

- Developed technical and non-technical marketing presentations, public relations campaigns and articles.
- Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic and elevated sales numbers thereby enrolling

maximum candidates.

- Engaged, informed and supported staff on media and marketing outcomes and conducted timely meetings with the school authorities.
- Directed hiring, training and performance evaluations for marketing and sales staff and supervised daily activities.

Education

2018-07 -
2020-03

MBA: Marketing

Jaipuria Institute of Management - Lucknow

2014-07 -
2017-07

BCA: Computer And Information Sciences

Sikkim Manipal University - Lucknow

2010-04 -
2011-07

Higher Secondary Examinations : Science Education

Central Academy - Lucknow

2008-04 -
2009-05

Senior Secondary Examinations: Science, Math, Computer

Central Academy - Lucknow

Certifications

CCC certificate by NIELIT

O LEVEL from DOEACC (NIELIT)

EXCEL ESSENTIAL TRAINING from NASBA (linked in)

PERSUASIVE SELLING from Project Management Institute (linked in)

The fundamentals of Digital Marketing by GOOGLE

Soft skills for Sales Professionals by linked in

Cold calling mastery by linked in

Interests

Travelling

Chess playing

Volunteering and community involvement