

Abhishek Bajpai

Business Development Manager - Sales

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

2022-07 -
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.
- 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.
- Generated new business with marketing initiatives and strategic plans.
- Managed schedules, accepted time off requests and found coverage for short shifts.

2019-05 -
2019-06

Business Development Associate

Parag Milk Food Ltd, Jaipur



Contact

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Phone

7785907237

E-mail

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Skills

New Business
Development

Advanced

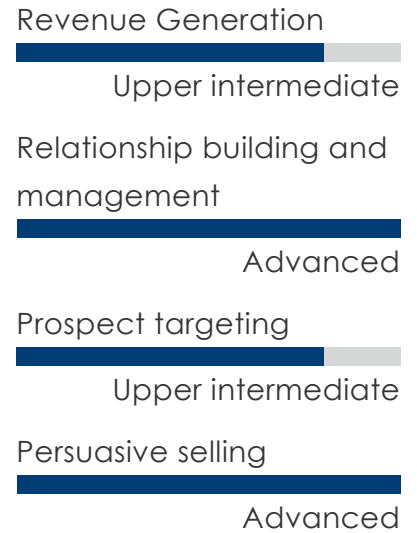
Product and service sales

Advanced

Sales expertise

Upper intermediate

- Planned marketing initiatives and leveraged referral networks to promote business development.
- Communicated with local organizations to build networks and develop leads.
- 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.
- Arranged potential client contacts, cultivated relationships and followed through all service needs.
- Negotiated contracts and closed sales with new and existing clients.
- Engaged with customers to build business relationships.
- Researched, analyzed and projected market data for potential markets.



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.
- Managed and oversaw design of marketing material and promotional literature for organization.

- Traveled to promote current programs and drive marketing through trade shows and industry conferences.
- Planned and executed marketing campaigns to target groups, areas and wider community.



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