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## Objective

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Highly motivated and results-oriented Inside Sales professional with 5+ years of experience exceeding sales targets through effective lead generation, secondary market research, client management, account management and strategic negotiation.

## Education

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Bachelor of Technology (B.Tech) in Computer Science | Maulana Abul Kalam Azad University of Technology, West Bengal | August 2014 - July 2018 | CGPA - 7.35

## Skills

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- Account Management, Client Management, Sales Pipeline, Negotiation, Account Nurturing, B2B Enterprise Sales,
- Tools Knowledge: Sales Navigator | Zoominfo | Lusha | Apollo.io | RocketReach | HG Insights | Outreach | Homegrown CRM Tool - Thor | Power BI – Propensity Tool | Consensus
- Data Analysis | Communication | Teamwork | Time Management | Problem-Solving

## Experience

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**Team Lead - Inside Sales (Business Development) | Tech Mahindra | Mumbai, India | April 2023 - Present**

- Inside sales professional serving global leader IFS in Enterprise Sales & Account Management
- Identify new business opportunities and develop relationships with potential clients in energy, utility & resource, information technology, and aerospace industries.
- Proficient in secondary market research to identify potential customers, new market trends.
- Handling clients feedback and communicating with the team to solve any concerns or feedback.
- Expertise in cold calling, LinkedIn, and email marketing with customized sales pitches.
- Proficient in tools & CRMs like SalesNavigator, HG Insights, Zoominfo, Lusha, Outreach, Apollo.io, Rocketreach, Clearbit, Power BI - Propensity Tool to identify the pain points, alerts of accounts.
- Maintaining every record in Thor CRM and Sales pipeline tool - Outreach
- Use of Consensus tool to present Demo to clients along with presentations

**Business Development Executive - Inside Sales | Capital Numbers | Kolkata, India | June 2021 - March 2023**

- Generated new leads and sales opportunities using market research tools and prospecting techniques.
- Nurtured leads, qualified leads, and passed sales-ready leads to the sales team.
- Maintained and developed positive relationships with leads and existing clients.
- Utilized email marketing and social selling strategies (LinkedIn) for effective outreach.
- Managed client relationships and ensured account satisfaction.

**Senior Business Development Executive (Demand Generation) | 221B Baker Street | Kolkata, India | February 2019 - May 2021**

- Built targeted prospect lists for various clients across SaaS, aviation, supply chain, advertising, software development, IT security, and consulting industries.
- Proactively contacted decision-makers using personalized email outreach and follow-up strategies.
- Converted leads through effective communication and value proposition articulation.
- Leveraged market research tools like Sales Navigator, Zoominfo, Clearbit, RocketReach, and Apollo.io to identify ideal customer profiles.

## **Certification**

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IFS Cloud Essential – Issued April 2023

## **Leadership**

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- Capital Numbers - Lead the Business Development Team, implement secondary market research idea and create sales pitches to drive sales pipeline
- Tech Mahindra - As part of the Tech Mahindra's Sales Team, I am working for their IFS client Project as a Team lead.