Lakshay Bharti

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**Professional Summary**

Accomplished Cluster Sales Manager successful at cultivating and leading high-performance teams. Bringing 9+ year history of exceeding sales benchmarks, maximizing profits and acquiring valuable new customers.

**Skills**

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| * Business development and planning * Recruitment and selection * Account management * Upselling Techniques * Product and service sales * Profit and loss understanding * Cold Calling Skills | * Generating Leads * Call Centre Management * B to B sales * Mentoring and coaching * Quality Controls * Relationship Building & Management * Strategic sales knowledge |

**Work History**

City Sales Head 2/2019 to Current

Ninjacart.in – Delhi

* Owing complete city P&L of the Sales Vertical and formulate a data-driven strategy for growth of the business.
* Hiring, Leading & managing the entire sales vertical of the city which strives to deliver the business targets.
* Designing the sales strategy, setting business goals and driving execution to achieve these goals.
* Working closely with cross-functional vertical leaders in the formulation and execution of sales strategy, identify areas of improvement and implement effective solutions.

Cluster Manager 12/2014 to 02/2019

Fastfox.com – Gurugram, HR

* Led Inside sales team of 4 Sales Managers and 65 Sales Consultants – that was responsible for end to end sales with the help of field team.
* Gradually, also took over Pre-sales team and single handily managed whole contact centre to ensure better quality of leads are being sent to sales team. At the same time, successfully assisted towards the organizational goal of improving NPS to +ve scores.
* Created Funnel and LAB reports by tracking weekly sales.
* Mentored and coached sales staff on proven-successful selling techniques.
* Created unique sales strategies for high-profile clients.
* Increased sales by 25% within first year as Sales Manager.

Assistant Manager 03/2012 to 11/2014

Knowlarity – Gurugram, HR

* Facilitated the penetration of key accounts via strategic planning initiatives.
* Managed successful negotiation of long-term contract renewals with SME's.
* Capitalized on upsell opportunities with new and potential customers.
* Securing growth on Renewal & Referral portfolio. I generated a revenue growth of 11% and a retention growth of 85% against target, as well as outperforming YoY performance by 7% in revenue.
* Encouraged cross-selling of additional products and services through relationship-building and an acquired understanding of customer business needs.
* Completed over 500 cold calls per week to bring in new customers, maintaining 7% conversion rate.

Team Leader 03/2011 to 02/2012

Knowlarity – Gurugram, HR

* As part of Knowlarity acquisition sales management team, responsible for the success of Pan India overall business objectives selling IVR, Toll-free and Online Fax. Leading Inside sale's team and driving and executing strategy to meet and exceed business objectives and revenue goals.
* Increased company sales by Rs.250000/- annually through email marketing campaigns, referral generation and strategic cold calls.
* Improved gross margin by over 20% by revamping sales strategy around high margin, custom products.

Senior Sales Executive 06/2010 to 02/2011

Serco BPO Pvt.Ltd. – New Delhi, Delhi

* Closed 73 sale's in a month and earned **Star of the Month award**.
* Displayed excellent sales skills and understanding of such skills.
* Consistently hit and exceeded sales goals by 20%.

Sales Executive 05/2009 to 11/2009

Microwave Innovations Call Services Pvt.Ltd. – New Delhi, Delhi

* Asked appropriate open-ended questions to discover prospects' needs and requirements.
* Explained product prices and packages as well as answered questions and addressed concerns of customers.
* Made an average of 300 outbound and 50 inbound calls per day.

**Education**

B.Com 2012

Delhi University - New Delhi, DL

**Accomplishments**

* Named multiple times **“Sales Leader of the Month**" in [2016], [2017].
* Promoted to **Cluster Sales Manager** after 3 successful years in the sales department.
* Managed the **Top Performer** award winning sales team at Fastfox.com.
* Won the “**Pillar Of Excellence**” Award, [April, 2016].
* Named “**Sales Manager of the Year**” in [January, 2018].

**Certifications**

Leadership Training for Managers from Dale Carnegie of India

**Hobby**

Singing Hindi Music

Travelling

**Additional Information**

**Father's Name:**               Suresh Bharti

**Nationality**:                      Indian

**Marital Status**:                Married

**Languages Known:**       English & Hindi

**Date of Birth**:                  21st June 1990