

Y.N. SRINIVASA BABU

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Work Location: Bangalore, Karnataka

Date of Birth: 15-05-1987

Languages Known: English, Hindi, Kannada, Telugu



SALES / BUSINESS DEVELOPMENT PROFESSIONAL

- Dedicated manager with extensive sales experience. Developed leadership and communication skills throughout a 11-year career. Prioritize building relationships with clients. Ready to utilize analysis capabilities to improve efficiency and profits, as well as identify areas that can be improved. Focused on identifying potential markets.
- Seeking to leverage my proven track record of maximizing company revenue in order to fulfil the Sales Management position at your company. Hands on Experience in charting out sales strategies and contributing towards enhancing business volumes and growth in Sales, Marketing, Business Development in Manufacturing and Edu-tech sectors.

Key Skills:

- Corporate Sales, B2C/B2B, Institutional Sales, Product Sales, Online Sales.
- Dealer Channel Management, CRM, Lead Generation, Business Development.
- Data Analysis, Strategic Planning, Preparing, Executing & Monitoring.
- Presentation Skills, Effective communicator, Strong analytical & Negotiation Skills.
- Relationship building, Team Management skills, Ability to influence & Convince.

Functional Competencies:

- Knowledge on Edu-tech platforms and its products/basic engineering equipment and process.
- Proven track record of meeting/exceeding targets as a Sales Manager and in leading the team.
- Excellent communication, Inter Personal, Problem Solving and organisational skills.
- Clear vision & Strong orientation towards results, business targets and deadlines.
- Willing to travel extensively to achieve the set targets as per the management guidelines.
- Sharp commercial acumen and high technical uptake with work ethics.
- Working knowledge on Sales force, spreadsheets (Excel, Google) and PowerPoint.

Behavioural Competencies:

- Smart, enthusiastic, Proactive with strong leadership skills.
- Sincere, Persistent, Honest, Faithful, Committed & Dedicated.
- High customer orientation, Motivated by achievement and accomplishment.
- Ability to network with various contact points, build and nurture relationships.

Key Performance Indicators:

- Customer satisfaction feedback/testimony.
- Depth of Knowledge of competition and their offerings.
- Managing the sales team, tracking and reviewing their progress.
- Driving improvement, grooming and skill development of Sales Team.
- Actively work on building the brand and image of the company.
- Build and maintain a detailed, active customer database.
- Build and manage relationships with large corporate and business houses.
- Scope of area to cover under this position will be South India (Karnataka, Kerala, Telangana, AP, Tamilnadu).

Academic Details:

- **B. Tech (Mechanical)** from D. M. S. S. V. H. College of Engineering, Acharya Nagarjuna University, A.P (2008) (**Secured 72.73%**)
- **12th** from Vijaya Junior College, Machilipatnam, A.P (2004) (**Secured 78.3%**)
- **10th** from Master E.K Bala Bhanu Vidyalayam, Machilipatnam, A.P (2002) (**Secured 87.5%**)

Career Graph:

Indus Eco water - Regional Sales Manager - South Region (Oct 2019 to May 2020)

Roles & Responsibilities:

- Meeting Annual Business Plan targets in the short term, to working on building and maintaining customer.
- Heading the South Region in terms of Sales, Marketing, Business Development, AMC, O&M, Service. Expertise in using Enterprise software such as ERP, CRM, SAP & Spread sheets (Excel, Google).
- Responsible for Lead Generation and execution of all the pre & post sales activities. Understand the customer requirement, submit offers, active involvement in techno-commercial discussions by resolving the Client Queries and by maintaining a positive and professional demeanour always portraying the company in a positive light.
- Meeting the relevant target audience of the industry like Clients, Consultants (PMC, MEP, Plumbing & Fire Fighting) Architects, Builders, MD's, Contractors for identifying new business opportunities.
- Responsible for the Profit & Loss of the Organization & Revenue generation. Provide Leadership and strategic direction in securing new customers, expanding business opportunities and ensuring due payment collection as per the payment terms and conditions.
- Big picture thinker with an ability to manage complex business priorities and in making connections in highly matrixed environment. Consistently drive higher revenues from the sales team through commission enhancement, cross sell, upsell.
- Manage, maintain relationships with all the existing and new customers, by understanding their needs and requirements and advise them about most suitable solution/technology that meet their requirement.
- Analyse daily/weekly/monthly data on various performance parameters and report the key findings.
- Regular meetings with the team to discuss on present & future prospects and the meetings attended, funnel created by them. Ensuring that they are meeting the expected orders on a regular basis, by correcting their mistakes in order to increase the company turnover
- Listen to team members feedback and resolve if there are any issues. Monitor all calls and motivating the team through awards & rewards. Maintain the due diligence reports to ensure client data is secured.
- Attend industry functions, including conferences, exhibitions and association events and giving exact feedback on upcoming market trends. Doing SWOT analysis of the competitors and moving ahead by understanding them.
- Build a strong sales team with a deep understanding of consumer buying, marketing tools and CRM by demonstrating excellent time management skills.
- Provide necessary training to the sales force on product knowledge, customer handling, closing skills, prospecting, planning, capturing and expanding into new markets.
- Monitoring the sales team by setting their targets in accordance with the company objectives and as an expert in implementing the best practices and strategies & educate the team on how to leverage these practices.
- Keep abreast with the changes in the environment and the market strategies being adopted by key competitors and assisting the organization in recruitment, training, motivating by maintaining healthy work atmosphere.
- Create opportunity pipe line, engage with stake holders for effective positioning of products to increase the business – Technical capabilities and subject field expertise.
- Plan and execute scheduled activities with clear focus on company goals. Upgrading myself on industry knowledge and the entire functionality of the client's business.
- Must document the client's competitive analysis for better decisions.
- Good understanding of digital and social media platforms – Twitter, LinkedIn etc. Collaborate with colleagues to plan and conduct customer events, seminars, exhibitions or any technical meeting.

Joel's Integrated Foundation Skills [JIFS] - Business Development Manager (Oct 2012 – Sep 2019)

Roles & Responsibilities:

- Drive the sales, marketing and tele calling team to achieve their targets. Responsible for generating enquiries by visiting Schools, Colleges, doing workshops in Gated Communities, townships, coaching centres, training institutes etc.
- Understanding the needs of the students and showing our products as a solution to their career growth. Drafting proposals and presentations for the clients.
- Meeting the heads like Principal, Correspondent, HOD's, Placement Officers, getting their appointment and giving presentation in a seminar hall/auditorium, in presence of all the technical staff members, students and enrolling the students upon their interest.
- Doing online campaign such as SMS Blast, Email/Face book campaigning thereafter doing regular follow ups with the prospective leads and drive them to closure.
- Work cohesively with a team of talented and passionate colleagues. Ensuring people synergy and effective communication across teams. Keeping focus in preparing sales Planning, Preparing, Executing & Monitoring.
- Preparing strategy in consultation with his reporting manager in achieving monthly and quarterly targets. Implementing strategy and action plans to achieve sales volume, market penetration and sales promotion activities as per KRA's.
- Hiring boys for doing marketing activities like Pamphlets distribution, pasting stickers to walls, Poles, Autos, Buses and keeping banners nearby Schools, colleges, Hostels.
- Finding potential customers, understanding their learning requirement and recommend specific training as per their career aspiration. Create and manage program schedules and resource allocation plans.
- Working in collaboration with all the staff and ensuring them to reach their targets. Ability to plan, analyse and present data in intuitive graphical formats and interesting frameworks. Contribute to a positive team environment.
- Build relationships with existing & new clients by creating and maintaining client database. Using CRM, to check daily work and prioritise the important follow ups accordingly.
- Pipeline balancing of the team members as per the product roadmap. Developing forecasts, financial objectives, business plans & planning various marketing activities within assigned patch.
- Checking with the accounts and finance department regarding the cash collected, online transactions and cross checking it with the software and ensuring everything is updated in the software.

ITC LTD - Sales Executive (Oct 2011 – Sep 2012)

Roles & Responsibilities:

- Going on field to study the market and customers of the company.
- Doing the SWOT analysis of other competitors in the market.
- Developing market entry strategy as well as hiring and training the agent network.
- Generating business leads and following up on sales opportunities by cold calling potential customers and building relationships and by arranging meeting with clients and carrying out product demonstrations.
- Categorize training needs for employees in key areas on the basis of appraisal and skill assessment.
- Doing the Market Research and identifying the potential target customers.
- Key out the targets and achieve the same within designated time and cost parameters.
- Handovering the customer portfolio to the back office and ensuring satisfactory service to the customer and taking the customer feedback from time to time.
- Successfully, interact with the stock points and manage the goods to be delivered within the stipulated time.
- Accountable for monitoring & maintaining all the stock records.
- Maintaining appropriate levels of inventory to meet the customer demands.
- Work closely with other departments to develop new business.
- Tending to customer complaints and coordinating with the plant to resolve the issues at the earliest.

NSL Textiles LTD - Maintenance & Project Engineer (Jan 2009 – Oct 2011)

Roles & Responsibilities:

- Regular maintenance of Textile machinery RO Plant, Chiller, Softener Plant, Humidification Plant, Compressors, Diesel Generator, Fork lifts and keeping all the utilities in a perfect running condition at all times
- Preparation of Maintenance Schedule for entire Spinning Division starting from Blow room to Auto Coner and for utilities as well and checking the same on sudden visits.
- Completing all the maintenance schedule within the specified time in assistance with all the department Supervisors, Foremen, Head Fitters, Fitters, Asst. Fitters on a regular basis regarding the work status.
- Conducting weekly meetings to know the need of trainings, to sort out the internal issues within the department, any staff to be hired & their well-being.
- Updating SAP Preventive Maintenance Module on a daily basis regarding the completed work and raising the indent for the required spares or oils required for maintenance in advance in order to avoid breakdowns.
- Keeping all the machinery in a perfect condition, so that there will not be any disturbances in the quality of the yarn and for Continuous Production without any interruptions.
- Checking the Quality & Hardness of the water on a regular basis. Following the guidelines of Maintenance and Quality departments and changing the machinery settings as per the requirement.
- Implementing of 5'S across all areas in the factory premises

Certification Courses Completed:

- Successfully completed **Effective Sales – An Overview** online course from **Fundacao Instituto De Administracao, Sao Paulo, Brazil (2020) (Secured 90%)**
- Successfully completed **“Introduction to Marketing”** an online course from **University of Pennsylvania, Wharton, US (2020) (Secured 90%)**
- Successfully completed **C, C++** courses from Satya Technologies, Hyderabad
- **Auto CAD 2D, 3D** from **Engineers CADD Centre** in May 2007, Hyderabad
- Successfully completed **Dakshin Bharat Hindi Prachar Sabha** Exams from Prathmika to Visharada Uttarardha

Computer Proficiency:

- Operating Systems: Windows 7/8/8.1/10
- Tools: Working Knowledge of Microsoft Office including Excel, MS Word, Power Point, Google Sheets.