

# SOURABH SHARMA

Senior Business Development Associate (Team Leader)



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JABALPUR, Madhya Pradesh

## PROFILE • ABOUT ME

An ambitious and competent professional with 6+ years of experience in: Business Development | Team Handling | Lead Generation | Training and development | Brand Management | New Market Penetration | Client handling | Cold Calling | Sales Development • Hands on experience in charting out marketing strategies and contributing towards enhancing business volumes & growth and achieving profitability norms. • Proficient in lead generation, cold calling & target-based results. • Skilled in closing deals, giving demos & handling clients • Expertise in developing the business for the organisation by carrying out different strategies to capture new clients. • An effective team leader with strong analytical, problems solving and organisational abilities.

## WORK EXPERIENCE

### Senior Business Development Associate (Team Leader)

Think & Learn Pvt Ltd (Byju's)

May 2021 - Current  
JABALPUR, Madhya Pradesh

- Managing a team of 6 and help them for the process of revenue generation and targets.
- Developed and implemented effective sales strategies resulting in consistent achievement of sales targets.
- Built and maintained strong relationships with key clients resulting in increased customer retention and satisfaction.
- Provided accurate sales forecasts and reports to senior management on a regular basis facilitating informed decision making.
- Stayed up-to-date with industry trends market conditions and competitor activities to identify new business opportunities and mitigate potential risks.

### Academic Counselor

VEDANTU INNOVATIONS PVT LTD

Feb 2020 - Mar 2021  
JABALPUR, Madhya Pradesh

- Identifying new sales leads
- Reach out to customer leads through cold calling
- Selling products and services using solid arguments to prospective customers
- Maintaining positive business relationships to ensure future sales
- Responsible for everyday great execution of all the parameter as defined by company

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## Territory Sales Incharge

VANESA CARE PVT LTD

Sep 2018 - Jan 2020  
JABALPUR, Madhya Pradesh

- Delivering growth by meeting sales targets (Secondary sales).
- Responsible for everyday great execution of all the parameter as defined by company
- Ensuring through 1Q WOW right production the right outlets in the right Quantity at the right time.
- Maintaining relationship and effective communication with trade

## Sales Representative

PROCTER & GAMBLE Distributor TOUCHSTONE SERVICES PVT LTD

Jun 2016 - Aug 2018  
JABALPUR, Madhya Pradesh

- Regular visiting outlets as per beat plan and keep adding new stores in the beat
- Implementation of company execution parameters at trade
- Achieving own val.targets as well as program outlets target to keep the interest high
- A strong market promotional program for fulfilling organizational goals

## SKILLS

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- Experience in handling clients and closing deals.
- Experience in achieving the target-based results individually and along with team.
- Experience in giving demos of the product (On-site & Online).
- Experience in giving training to the team and enhancing their skills.
- Experience in development of business in new markets.
- Experience in developing the brand image and competitor analysis.

## EDUCATION

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### Bachelor of Commerce

Completed, March 2016

M.M.Y.V.V

JABALPUR, Madhya Pradesh

## COMPUTER PROFICIENCY

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- Windows
- MS Office
- Photoshop

## LANGUAGES

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- English
- Hindi

## PERSONAL INFORMATION

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Marital Status: Married  
Gender: Male

Nationality: Indian

## DECLARATION

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I, SOURABH SHARMA, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.



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SOURABH SHARMA

JABALPUR, Madhya Pradesh

11/08/2023