

ANUROOP BHARGAVA

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Enthusiastic and performance-driven professional targeting challenging assignments in **Sales and Business Development, Customer Relationship, Sales Strategy & Forecasting, Sales Analysis and Revenue Growth** with an organization of repute.

CORE COMPETENCIES

Strategic Sales Planning & Execution

Team Leadership and Development

Market Analysis & Trend Management

Sales forecasting & Budgeting

Pipeline Management

Logistics and Supply chain

Negotiation & Closing Skills

Key Accounts Management

Market Research

B2B Sales

Cross-Functional Coordination

Growth Strategy

Customer Relationship Management

Data-Driven Decision Making

IT SKILLS

- MS Office: Word, Excel, PowerPoint
- Tableau
- Power BI
- SAP

PROFILE SUMMARY

- Results-oriented **Account Director with 9+ years of experience** exceeding sales targets in the B2B SaaS industry.
- Proven ability to manage **complex accounts, develop strategic account plans, and collaborate cross-functionally** to deliver exceptional customer experiences and drive business growth.
- Expertise in industry analysis, solution selling, customer relationship management, data analysis, and fostering **long-term strategic partnerships**.
- Passionate about building thought **leadership and fostering long-term strategic partnerships**.
- Provided accurate product information and **acted as a knowledgeable resource to the customers** to answer their product and service queries; promoted upselling of services by understanding client's requirements.
- Adaptable to shifts in **consumer purchasing patterns, market dynamics, and competitor strategies**, with a proven ability to adjust approaches to meet sales objectives.
- Proactive **problem solver** with a talent for identifying and addressing sales-related challenges, implementing innovative solutions that enhance **customer satisfaction**.
- Skilled in collaborating **cross-functionally** with marketing, product development, and senior management to align **sales strategies** with overall **business objectives**.
- Skilled in securing and **negotiating** agreements with **key Accounts**, ensuring favorable terms and outcomes while fostering enduring customer connections through engaging product-centric events and effective outreach strategies.
- Proficient in driving market expansion and amplifying sales through proactive sales and negotiation tactics.
- Achieved significant improvements in **client retention** and upsell through tailored account plans, enhanced **customer experience**, and **data-driven strategies**.

ORGANIZATIONAL EXPERIENCE

Dec'17 –Present: Sepio Products Private Limited,

Key Result Areas:

Senior Sales Manager | Sepio Products Private Limited | Delhi NCR | June 2021 - Present

- **Revenue Growth:** Consistently exceeded sales targets by leading a team of 15-20 sales managers.
- **Strategic Thinking & Planning:** Developed and implemented successful sales strategies aligned with business objectives.

- **Pipeline Management:** Managed a robust sales pipeline, nurturing leads from identification to closure.
- **Channel Partner Relationships:** Cultivated strong relationships with key channel partners to drive sales.
- **Customer-Centric Solutions:** Collaborated with product development to create solutions addressing customer needs.
- **International Sales Experience:** Successfully managed international sales operations in Africa, with a focus on the Nigerian market.
- **SAAS Sales:** Drives revenue growth and customer acquisition by leading sales teams, developing sales strategies, and building relationships with potential clients. Work closely with marketing, product, and customer success teams to ensure a seamless customer experience.
- **Logistics and Supply chain:** Demonstrated expertise in manufacturing management, achieving significant improvements in cost, quality, and efficiency. Ensured a seamless supply chain and customer satisfaction.
- **Client Serving & Retention** Successfully implemented and executed personalized account plans, resulting in a significant 25% increase in client retention over two years. Proactively engaged with clients to understand their unique business challenges and provide customized solutions that exceeded their expectations, leading to a notable 15% increase in upsell opportunities. By leveraging data-driven insights and continuous improvement, I enhanced client satisfaction, reduced service escalations, and achieved a 20% reduction in client churn

Team Lead Sales | Sepio Products Private Limited | Mumbai | July 2018 - May 2021

- **Account Growth:** Grew existing accounts through strategic account planning and execution.
- **Market research & Analysis:** Analysed market trends to identify new business opportunities and inform sales strategies.
- **Stakeholder Relationships:** Built strong relationships with key stakeholders within targeted accounts.

Business Development Manager | Sepio Products Private Limited | Mumbai | Dec 2017 - June 2018

- **New Business Acquisition:** Identified lucrative industry verticals and secured high-value clients.
- **Negotiation Skills:** Successfully negotiated and closed new business deals, exceeding sales targets.

Jan'17 – Oct'17: Lodha Group, Mumbai as Sales Executive

Key Result Areas:

- **Market Expansion & Sales Growth:** Utilized proactive sales strategies and negotiation tactics to expand market reach and drive significant sales increases.
- **Channel Partner Management:** Built and managed a robust network of over 30 channel partners within designated areas. Provided training and guidance to ensure successful lead generation and strengthen client relationships.
- **Market & Competitor Analysis:** Demonstrated strong market awareness by consistently monitoring consumer purchasing patterns, market trends, and competitor strategies. Effectively adapted sales approaches to meet and exceed sales objectives.
- **Key Client Success:** Secured and negotiated favorable agreements with key clients, collaborating effectively with senior management to achieve optimal outcomes.
- **Client Relationship Building:** Cultivated enduring relationships with existing clients while actively pursuing new leads through both cold and warm outreach strategies.
- **Event Management:** Orchestrated engaging product-centric events to attract new clients and solidify existing customer connections.

July'14 - Jun'15: Career Launcher, Nagpur as Centre Coordinator

Key Result Areas:

- **Coaching Center Management:** Led and oversaw the overall operational management of a coaching center, ensuring effective and efficient delivery of academic programs for MBA entrance, banking, and government exams.
- **Communication & Learning Environment:** Fostered a supportive and productive learning environment by facilitating clear and effective communication between faculty, students, and management.
- **Operational Efficiency:** Implemented and monitored administrative processes, including student enrolment, fee collection, and records management, leading to improved operational efficiency and accuracy.
- **Performance & Improvement:** Conducted regular assessments of center performance and student progress. Utilized data analysis to inform strategic planning and continuous program improvement.
- **Team Leadership & Support:** Managed a team of administrative staff, providing guidance, support, and training to ensure the delivery of high-quality student services and administrative support.
- **Marketing & Brand Growth:** Collaborated with the marketing team to develop and execute successful promotional strategies, resulting in increased student enrolment and enhanced brand recognition for the coaching center.
- **Relationship Management:** Cultivated and maintained positive relationships with students, parents, and faculty. Addressed concerns and provided timely solutions to enhance overall satisfaction.

Sept'13 - Apr'14: T.I.M.E, Nagpur as Counsellor

Key Result Areas:

- **Academic Coaching & Support:** Provided comprehensive guidance and support to students preparing for MBA entrance, banking, and government exams, ensuring their academic success.
- **Student Advocacy:** Acted as a liaison between students and faculty, facilitating open communication and ensuring students' academic concerns were addressed effectively.
- **Engagement & Development:** Organized and conducted engaging seminars and workshops on exam preparation strategies, study techniques, and stress management, leading to improved student engagement and morale. Collaborated with the curriculum development team to refine course content and study materials based on student feedback and industry trends.
- **Data Management & Reporting:** Maintained accurate and up-to-date student records and progress reports, providing valuable data for performance evaluations and program improvement initiatives.
- **Marketing & Outreach:** Played a key role in coordinating and executing marketing and promotional activities, contributing to a significant increase in student enrolment and boosting the institute's visibility.

EDUCATION

- PGDM in Sales & Marketing from SIES College of Management Studies, Nerul in 2017
- B.E. Computer Science from the Nagpur University in 2013

CERTIFICATION

- Certification: Logistics and Supply Chain- Fundamental, Design and operation from Udemy.

PERSONAL DETAILS

Date of Birth: 11th April 1990
Languages Known: Hindi, English
Location: Noida- 201301