



Sourav Banerjee

Maruthi Layout, Bomnahalli, Bangalore

8250443132 | sourav.banerjee301996@gmail.com

in <https://www.linkedin.com/in/sourav-banerjee-468785116>

Objective

Experienced Business Development Manager with hands-on expertise in market research, analysis and evaluating growth strategies. Excellent communication and presentation skills with proficiency in CRM and MS Office. Recognized for consistent performance and achieving targets. Hardworking team builder motivates personnel to maximize performance.

Experience

- **BHANZU**

01 September 2024 - Present

Senior Sales Manager

- Managing the ANZ and SEA region for renewals team of 2 Sales Managers and 10 Business Development Associates.
- Helped the team to overachieve targets and setting new benchmarks.
- Ensured proper auditing and tracking of every upgrades to check the end to end communication with customer for renewals.
- Helped the team to reach target of 50L+ on average monthly basis.

- **BHANZU**

01 February 2024 - 31 August 2024

Sales Manager

- Helped the ROW renewals team of 4 Business Development Associates to acquire new customer & build good relationship with customers, also supported the team in end to end sale closures.
- Helped the team to reach average target of 24L monthly basis with 100 conversions.
- Ensured least cancellations of orders by providing timely resolution to customer queries and concerns, maintained good and long term relationship with customers resulting in customer referrals.
- Responsible for upsell and cross sell of product and generating revenue from existing customers.
- Managed International Accounts globally and brought in revenue from existing customers by resolving issues timely and establishing good rapport with them.

- **INFINITY LEARN**

29 June 2023 - 31 December 2023

Team Manager

- Directly managed and handled team of 20 Business Development Associates, responsible for training, tracking, planning and revenue generation.
- Helped the team to acquire new customer and build good relationship with customers, also supported the team in end to end sale closures.
- Managed the overall sales funnel and ensured minimum attrition and shrinkage.
- Handled modules sales department with focus on unit metric sales - target of 2 units/sales person/day - DRR of 40 units.
- Managed cross selling and up selling of product resulting in revenue generation.

- **VEDANTU**

23 March 2023 - 18 June 2023

Team Leader

- Built a team of 16 Business Development Associates from scratch starting from OJT training to floor sales team.
- Directly managed and handled team of 16 Business Development Associates, responsible for training, tracking, planning and revenue generation.
- Recruited candidates from entry level to senior management in sales by face to face and video call interviews.
- Collaborated with sales and marketing departments to support business objectives and client acquisition.
- Helped the team to acquire new customer & build good relationship with customers, also supported the

team in end to end sale closures.

- Managed the overall sales funnel and ensured minimum attrition and shrinkage.

- **EKEEDA**

19 September 2022 - 22 March 2023

Business Development Manager

- Built a team of 15 Business Development Associates from scratch.
- Helped the team to reach at the top organisational level and made the best performing team on floor in the organisation - Monthly target of 240000/ sales person.
- Understood the overall P&L at the organisational level and successfully led the team to achieve milestones and over achieve targets.
- Helped the team to acquire new customers and build good relationship with customers via co conductions and counseling sessions.

- **BYJU'S**

28 June 2021 - 06 July 2022

Business Development Manager

- Directly managed and handled team of 15 Business Development Associates, responsible for training, tracking, planning and revenue generation - Weekly target of 1L/sales person.
- Performed research to uncover potential target areas and markets.
- Devised SWOT analysis to create and execute business plan supporting achievement of established quotas.
- Developed and implemented sales plans to expand customer base and increase customer retention. Presented sales, revenue and expenses reports to management teams.
- Provided regular learning and development training sessions to the team by analysing improvement areas through audits and gave product knowledge for better sale conversions.

- **BYJU'S**

03 June 2019 - 27 June 2021

Business Development Associate

- Customer oriented, strategic thinking sales professional with overall 2 years of experience in both Inside and Direct sales model by facilitating relationship, developing partnership, maintaining top accounts and amplifying profit channels.
- Brought in new accounts through succesful networking strategies and promotional quotas.
- Increased brand awareness, website traffic and sales by implementing effective marketing campaigns and strategies.
- Successfully closed sales both in B2C and B2B by proper counseling and meetings explaining the benefits and features of the product.
- Closed deals in several schools and institutions- highest ticket size of 10L in B2B and maintaining 1.5L/week consistently in B2C model.
- Ensured least cancellations of orders by providing timely resolution to customer queries and concerns, maintained good and long term relationship with customers resulting in customer referrals.

Education

Course / Degree	School / University	Grade / Score	Year
B.Tech - Computer Science and Engineering	SRM University	74%	May 2015 - May 2019
Higher Secondary	Vivekananda Siksha Niketan High School	85 %	May 2013 - Jan 2015
Secondary Education	Vivekananda Siksha Niketan High School	83 %	June 2012 - May 2013

Skills

- Leadership and Team Work
- Communication and Presentation skills
- Decision Making and Problem solving
- Good Understanding of MS Office tools and CRMs(Leadsquared, Salesforce, Zoho)

Achievements & Awards

- Achieved revenue of 24 Lakhs consistently for 3 months in ROW team renewals and got promoted as Senior Sales Manager for ANZ and SEA Region at Bhanzu.
- Achieved revenue of 30000 DRPS consistently for 2 months in WFH model and got double promotion at BYJU'S.
- Achieved the recognition of - " Top Performing Team Manager" at Ekeeda.

Interests

- Travelling
- Photography
- Cricket
- Cooking

Languages

- English
- Hindi
- Bengali

Personal Details

- Date of Birth : 30/09/1996
- Marital Status : Married
- Nationality : Indian
- Religion : Hindu
- Gender : Male
- Place : Bankura, West Bengal

Sourav

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