

SOURAV BANERJEE

Bangalore, Karnataka

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Objective

Dynamic Senior Sales Manager with over 6 years of experience driving revenue growth, leading high-performing teams, and managing international accounts in ANZ, SEA, and ROW regions. Proven track record of exceeding sales targets, generating 50L+ monthly revenue, and building customer relationships to minimize churn and drive referrals. Skilled in CRM tools, market analysis, and cross-functional collaboration to achieve business objectives.

Experience

BHANZU, Bangalore, Karnataka

Sep 2024 - Present

Senior Sales Manager, ANZ & SEA Regions

- Lead a team of 2 Sales Managers and 10 Business Development Associates, consistently surpassing 50L monthly revenue targets by optimizing renewals and customer engagement.
- Implement robust auditing and tracking systems to ensure seamless end-to-end communication, reducing churn by 15% and driving customer referrals.
- Set new performance benchmarks by coaching teams to exceed KPIs and enhance cross-selling strategies.

BHANZU, Bangalore, Karnataka

Feb 2024 - Aug 2024

Sales Manager, ROW Renewals

- Managed 4 Business Development Associates to achieve 24L monthly revenue with 100+ conversions, fostering strong client relationships to minimize cancellations.
- Drove upsell and cross-sell initiatives, increasing revenue from existing global accounts by 20%.
- Resolved customer issues promptly, maintaining long-term rapport and generating referral-based leads.

INFINITY LEARN, Bangalore, Karnataka

Jun 2023 - Dec 2023

Team Manager

- Led a team of 20 Business Development Associates, achieving a daily recurring revenue of 40 units through strategic training and sales funnel optimization.
- Spearheaded cross-selling and upselling campaigns, boosting revenue by 18% through targeted client engagement.
- Minimized team attrition by implementing effective planning and performance tracking systems.

EKEEDA, Remote

Sep 2022 - Mar 2023

Business Development Manager

- Built and led a team of 15 Business Development Associates from scratch, achieving top organizational performance with a monthly target of 2.4L per salesperson.
- Drove team to exceed revenue goals by optimizing P&L strategies, resulting in consistent milestone achievement.
- Enhanced customer acquisition and retention by implementing counseling sessions and co-conduction strategies, increasing client satisfaction and referrals by 20%.

BYJU'S, Nagpur, Maharashtra

Jun 2021 - Jul 2022

Business Development Manager

- Managed a team of 15 Business Development Associates, surpassing weekly revenue targets of 1L per salesperson through strategic training and performance tracking.
- Conducted market research and SWOT analysis to develop sales plans, expanding customer base by 15% and improving retention rates.
- Delivered regular training sessions based on audit insights, boosting sales conversions by 18% through enhanced product knowledge.

BYJU'S, Nagpur, Maharashtra Jun 2019 - Jun 2021 Business Development Associate - Closed B2B and B2C deals worth 10L (highest ticket size) and 1.5L/week, respectively, through effective counseling and relationship-building. - Increased brand awareness and website traffic by 25% via targeted marketing campaigns and networking strategies. - Minimized order cancellations by resolving customer queries promptly, fostering long-term relationships and generating referrals.
Education
SRM University, Chennai 2015 – 2019 B.Tech, Computer Science and Engineering 74%
Skills
Technical Skills: LeadSquared, Salesforce, Zoho CRM, MS Office (Excel, PowerPoint, Word) Professional Skills: Leadership, Team Management, Communication, Presentation, Decision Making, Problem Solving
Achievements & Awards
- Promoted to Senior Sales Manager at Bhanzu for achieving 24L monthly revenue (3 months) - Earned “Top Performing Team Manager” award at Ekeeda for leading the highest-performing sales team. - Secured double promotion at BYJU’S for achieving 30K daily recurring revenue (2 months).
Interests
Interests: Cricket (team captain, fostering leadership) Photography (enhancing visual storytelling for presentations)
Languages
English (Fluent), Hindi (Fluent), Bengali (Native)