

# ANURADHA SAINI

## BUSINESS DEVELOPMENT EXECUTIVE

Objective: To pursue a challenging career and be a part of a progressive organization that gives a scope to enhance my knowledge and hone my sales and management skills towards the growth of the organization.

### CORE COMPETENCE

Key Accounts Management  
B2B & B2C Sales and  
Marketing  
Strategic Planning  
Negotiation  
Business Development  
Adaptable  
Quick Learner  
Market research

### TECHNICAL SKILLS

MS Office,  
Productivity tools  
Hadoop  
Java

### CONTACT

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E:saini.anuradha59@gmail.com

### SOCIAL



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<https://angel.co/u/anuradha-saini-3>



Anuradhasaini05

### WORK EXPERIENCE

#### BUSINESS DEVELOPMENT EXECUTIVE

*Technians Softech Private Limited November 2019-June 2021*

- Full-cycle management of the sales process, from lead generation to close.
- Create and maintain a healthy sales pipeline of new business opportunities, both within current accounts as well as developing pipeline of net new logos.
- Maintain the highest client satisfaction in the industry.
- Generate requirements from new and existing clients through cold calling, resellers, and converting email marketing leads.
- Collaborating in the planning of new decisions and enhancements to existing applications
- Research and build relationships with new and existing clients
- Managing the entire sales cycle (Lead Generation, Credential Pitch, Customer Acquisition, Account Management/Post Sales Services, etc.) for the relevant technology services and solution

#### BUSINESS ANALYST

*Vincit Software & Consulting Pvt. Ltd. March – Sept 2019*

- Perform business plan, risk, and stakeholder management
- Approach the target opportunities and bring out business
- Initiate and participate in operational process flow reviews
- Communicating process enhancements, and modifications to the team.
- Developing sales goals for the team and ensuring they are met
- Ensure that all the requirements are accurately defined in the proposal

#### BUSINESS DEVELOPMENT EXECUTIVE

*Codelare Pvt. Ltd. August 2018 - March 2019*

- Research and pursue new business leads.
- Planning and overseeing new marketing initiatives
- Arrange meetings for senior management with prospective clients.
- Responsible for collecting the business requirements.
- Maintain fruitful relationships with existing customers

## AWARDS

Technians Softech Private Limited

-Most Determined Employee

## ACCOMPLISHMENTS

Microsoft

Three weeks product Training

Udemy course

Business development stagiect  
and growth hacks for brands

## EXPERIENCED LEARNING

Brill Infosystems Pvt. Ltd November 2017 - July 2018

- Developing quotes and proposals
- Identifying new sales leads
- Attending conferences, meetings, and industry events
- writing new business proposals

## ACADEMIC BACKGROUND

KURUKSHETRA UNIVERSITY

Bachelor of Technology in Computer Science

- 2013 - 2017
- Percentage - 70%
- Member of the Personality Development Society

GOVERNMENT SR. SECONDARY SCHOOL YAMUNA NAGAR

- 2013 CBSE XI-XII
- percentage - 70%

SIR JAWAHAR SINGH PUBLIC SCHOOL

- 2011 CBSE X
- (CGPA - 7.6)

## ACCOMPLISHMENTS

- In FY 20-21, 82% lead generation and closure were achieved during the COVID-19 pandemic.
- Got \$1000 Business in the first month of training for brill info system

## DECLARATION

I do hereby declare that the above information is true to the best of my knowledge.

## COVER LETTER

Dear Hiring Manager,

With 3+ years of experience in driving revenue and business growth, generating new product and service pipelines, and building profitable partnerships, I'm confident that my skills and background perfectly align with the Business Development Executive role

Currently, as a Business Development Executive for the technology and services company Technians Softech Pvt Ltd, I lead a training team of 3+ sales professionals to generate new business and sell Digital and IT solutions to large-scale contracts. In this capacity, I manage existing relationships with the company's and cultivate relationships with prospects to provide expert consulting and generate potential leads.

I look forward to an opportunity to discuss my qualifications in further detail soon. Thank you for your time and consideration.

Sincerely,  
Anuradha Saini