

**SANDEEP PRASAD PALISETTY**

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As a sales evangelist specializing in New Business Development, Pre-Sales, Product Sales, Customer Success & Key Account Management, I have been instrumental in helping B2B businesses in New Revenue Generation and Market Penetration.

### Professional Experience:

- Working as Manager - Enterprise Sales in Netcore Solutions, Hyderabad from February 2017 to till date
- Worked as Corporate - Demand Manager in OYO Rooms, Hyderabad from January 2016 to January 2017
- Worked as Business Development Manager in Vizag Veggies, Visakhapatnam from February 2015 to December 2015
- Worked as B2B-Sales Manager in Vaxis Automation Solutions, Hyderabad from November 2013 to January 2015

### Qualification:

- PG Diploma in Industrial Automation from TechnoCrat Automations, Chennai completed in 2012.
- B.Tech Electronics and Communications Engineering from Kaushik college of Engineering, JNTU Kakinada completed in 2011.

### Experience In-detail:

**Company:** Netcore Solutions

**Duration:** Feb'17 to Till Date

**Roles:** Manager – Enterprise Sales

**Description:** Netcore empowers modern marketers to map their customer journey to deliver exceptional customer experience by providing marketing automation technology solutions.

### Responsibilities:

- Driving full-scale sales business operation for multiple product lines – Marketing automation, Email marketing, Mobile marketing & Performance marketing
- The Profile includes On-boarding New enterprise customers & Handling large enterprise customers.
- Managing existing accounts and creating future business opportunities with Cross-selling and Up-selling.
- Strategies for adaptation of Marketing Automation & to Start POC
- Working as Digital Marketing Consultant along with entire sales process
- Strategizing with internal cross teams for planning & executing campaigns according to client briefing

- Quarterly KPI's for existing and new large customers, On-boarding new customers- deployment on new customer journeys (Custom solutions), Customer engagement metric and channels, Performance improvement (Channel wise) ROI
- Achieving 40 – 60% new revenue every year

**Company:** OYO Rooms

**Duration:** Jan'16 to Jan'17

**Roles:** Corporate – Demand Manager

**Description:** OYO Rooms, Commonly known as OYO, is an Indian aggregator for standardized hotel rooms. OYO was designed as a platform for booking budget and premium accommodations.

**Responsibilities:**

- Client Acquisition and Corporate Relations with companies , tracking the credit policy
- Responsible to build and sustain TA base for distribution expansion for the region.
- Review & maintain monthly sales tracker, plan and execute market site visits as agreed with Region
- Signing up agents across the region into the affiliate program
- Interact regularly with the clients to ensure a committed and partnership based relationship
- To bring the unorganized and unexplored source of booking on board like Property Managers, Small Travel agents, Touts, Auto/Taxi drivers, Event Management, Marriage events, School/Colleges events.
- Designing tailor made business proposals, prospect engagement & meeting possible opportunities with available product line.

**Company:** Vizag Veggies

**Duration:** Feb'15 to Dec'15

**Roles:** Business Development Manager

**Description:** Vizag Veggies is the Visakhapatnam's first online supermarket delivering straight to the customers.

**Responsibilities:**

- 100% physical verification of materials at the receiving time.
- Responsible for collection of materials on time from different local suppliers.
- Managed entire Transportation Operations.
- Coordinate with Vendors to meet the Service Level.
- Ensuring priority dispatches / deliveries to Key Account Customers.
- Liaising with suppliers to check the progress of existing orders
- Tracking and follow up the material up to the customer location for proper delivery within time.
- Analyzing the loss in transit and undertaking measures to control.
- Gathering market and customer information.
- Representing the company at trade exhibitions, events and demonstrations.

**Company:** V axis Automation Solutions

**Duration:** Nov'13 to Jan'15

**Roles:** B2B - Sales Manager

**Description:** V-Axis designs and manufactures automated equipment for any type of process or Application within the ever-growing industrial sector.

**Responsibilities:**

- Project planning and scheduling with documentation.
- Researching the market and related products.
- Gaining a clear understanding of customer's businesses and requirements.
- Listening to customer requirements and presenting appropriately to make a sale.
- Maintaining and developing relationships with existing customers in person and via telephone calls and emails.
- Negotiating the terms of an agreement and closing sales.
- Checking the quantities of goods on display and in stock.
- Making accurate, rapid cost calculations and providing customers with quotations.
- Attending team meetings and sharing best practice with colleagues.
- Reviewing my own sales performance, aiming to meet or exceed targets.

**Core Competencies:**

- Enterprise Sales & Business Development
- Revenue & Market Expansion
- Market & Competitor Analysis
- Strategic Planning & Execution
- Key Account Management
- Cross-selling/Up-selling

**Achievements:**

Awarded the following @Netcore Solutions –

- Dedicated Netcorian award of the year 2018
- Best Sales person for Q3 2018
- Best Sales person for Q2 2017

**Declaration:**

I hereby declare that the above mentioned information is correct up to my knowledge and I truly bear the responsibility for the correctness of the above mentioned particulars.

**Place:** Hyderabad

Sandeep Prasad Palisetty