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Hyderabad India



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EDUCATION

MBA: Marketing
Xavier Institute of Management, Bhubaneswar,
March 2016
• Final Grade: 78%

B. Pharm
SRM College of Pharmacy,
Chennai, May 2014
• Final Grade: 85.60%

AISSCE
DAV Public School, Unit 8,
Bhubaneswar, March 2010
• Final Grade: 80%

AISSE
DAV Public School,
Berhampur, February 2008
• Final Grade: 92%

SIDHARTH KUMAR PATRA

PROFESSIONAL SUMMARY

A seasoned National Sales Head, possessing more than 7 years of experience, with a proven track record of coaching and leading sales teams to exceed performance objectives with a proven approach of creating highly focused, well-organized, productive and positive work environment. Possess exceptional communication and presentation skills and have a reputation for being a reliable team player who can manage multiple priorities with ease. Always eager to take on new responsibilities to ensure team success. With the talent for devising innovative marketing strategies to attract customers and drive sales, confident in the ability to make valuable contributions to any organization. Moreover, adept at creating and delivering impactful sales presentations that educate and motivate team members

WORK HISTORY

April 2022 - Current

Runo - National Sales Head, Hyderabad

- **Grew sales by 350%, boosted profits by 40% by** applying management strategies and enhancing sales training
- **Managed, supervised 35 sales representatives** and evaluated KPIs for promotional opportunities
- Established and expanded business in **the European market** by creating value propositions.
- Responsible for **P&L for all the five zones** in the country and ensured profitability across all zones
- Expanded business to newer territories and achieved break even in **3 months** of international operations in GCC
- Monitored customer buying trends, market conditions, and competitor actions to **adjust strategies** and achieve sales goals every month
- Exceeded targets by **building, directing, and motivating high-performing** sales team by ensuring daily monitoring
- Developed and executed a **targeted email campaign** that generated **35%** more leads and increased conversion rate by **20%**
- Trained and mentored **5 exceptional sales leaders** who managed their own team
- Devised and implemented effective **sales strategies** and led nationwide sales team members to achieve sales targets every month
- Drafted comprehensive **sales plans** and approved budget expenditures to meet sales goals
- Implemented **GTM strategy at the TM level** based on research of consumer buying trends and market conditions to ensure 100% growth in leads generated
- Created a **network of 52 partners** across the country to ensure quality lead flow every month

KEY SKILLS

SaaS Sales
Software Sales
B2B sales
Recruitment and Selection
Networking expertise
Performance reviews
Goal Setting
Market development
Team Leadership
Competitive analysis
New business acquisition
Data Analysis
Brand Awareness
Brand Representation
Competitive Analysis
Discount Planning
Account Management
Brand Marketing
Email Marketing
Market Penetration
Budgeting
Strategic account development
Enterprise Sales
Sales leadership
CRM Implementation
Channel Management
Solution selling
Strategic planning
Pre Sales

LANGUAGES

English



Hindi



Odia



Telugu



- Devised newer channels for lead generation to **generate 27% newer** leads
- Conferred **technical departments** on customer needs and preferences to stay on top of changing demands
- Designed **daily reporting mechanism** and ensured strict implementation along with constructive feedback
- Strategized and executed plans for **onboarding of enterprise accounts** on a monthly basis
- Complemented with Customer Success team to significantly increase customer satisfaction **ratings of the app to 4.6 star**
- Met with customers to give **sales presentations**, negotiate contracts and promote services
- Attended **industry shows, conventions**, and other meetings with primary mission of expanding market opportunities
- Quoted **prices, credit terms** and other bid specifications as per the client's requirements
- Introduced and enforced **policies and procedures** for compliance with company policies
- Enhanced and **redefined organizational structure** to maintain competitive edge across territories

May 2016 - April 2022

Maruti Suzuki India Limited - Territory Sales Manager,
Hyderabad, Odisha

- A professional experience of **6 years** in B2B Sales, Channel Development, Dealer Management, Key account Management and Brand Promotion activities
- Handled a revenue of **600 cr** yearly with a growth rate of **12% yoy**
- Managed an annual budget over **50 cr** for carrying out sales promotion and marketing activities using ATL & BTL Mediums
- Targeted prospects in other territories through **careful research** of competitor products, services, and trends
- Worked closely with the channel partners and developed the dealer network to **increase sales by 32%** in the rural belt
- Worked diligently to resolve **unique and recurring complaints**, promoting loyalty, and enhancing operations
- Communicated regularly with territory, regional, and strategic managers for daily support and **strategic planning** for accounts
- Coached sales associates in **product specifications, sales incentives**, and selling techniques, significantly increasing customer satisfaction ratings
- Worked closely with the Marketing Team to **develop market** for New Models, Spresso & Celerio, in the market and achieving annual sales target
- Managed Key Accounts and carried out major **B2B sales to meet the targets** and improved the relationship with Major Corporate Clients and helped in closing Multi Car deals
- Enhanced the **rural outreach by expanding network** and appointing manpower and carried out overall training for them
- Analyzed data and delivered high quality and actionable **dealer management** business insights to increase profits
- Demonstrated significant **Industry and technical expertise**, understand the automotive business landscape