



Sharan Talluri

Over 8+ years of experience across Lead Generation, B2B Inside Sales, Business Development, Campaign Handling & Increasing the Revenues and Sales. Strong track record of successful campaign management and delivering results. Good communication skills with a great creative sense.

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Summary

Experience in Software Products / IT Services Sales such as Salesforce, Microsoft Azure, Dynamics 365, Data Analytics, Nonprofits, Oracle, ETL (Talend and Informatica), Custom Software solutions, IT Staffing across Canada and US markets spanning across various domains such as Higher Education, Life Science and BioTech, Rental Equipment, Financial Services, Banking, Insurance, Retail, Healthcare, Manufacturing, etc.

- Lead generation and appointment setting in the Canada, US and UK markets for multiple clients.
- Generating leads through Tele-calls emails, Generating new business leads and Support Services
- Keep accurate and detailed records of calls made and results achieved
- Understand the client's requirements and provide an appropriate solution.
- Identify opportunities, produce leads and book appointments and proactively follow up leads generated
- Manage the database to a high degree of accuracy to ensure targeted marketing activity can take place to generate new business
- Build and maintain excellent relationships with clients.
- Interact with the technical team and the other departments to complete the project as per the client's requirement.
- Work closely with the marketing team to achieve sales objectives
- Maintaining the lead database of the clients and prospects.
- Arranging meetings with C-Level Executives and following up the same.

Core Competencies

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|--------------------------|----------------------------|------------------------------|
| • Strategic Planning | • Communication | • Customer & Staff Relations |
| • Revenue Enhancement | • Resource Allocation | • Product Education |
| • Solution Selling | • Territory Management | • Research & Analysis |
| • Operational Excellence | • Competitive Intelligence | • Project Management |
| • Relationship Building | • Team Leadership | • Process Improvements |

Professional Experience

Senior Business Development Executive

June 2021 - Present

Prutech Solutions

- Developing and qualifying leads within respective territory to drive additional sales opportunities through cold-calling, partner-selling, lead-generation campaigns and modern social selling techniques.
- Gaining new business and incremental revenue to meet sales targets.
- Retaining, managing and growing the existing customer base.
- Educating and exciting customers while leveraging innovative business solutions.
- Building relationships with key decision makers.
- Presenting and creating multi product solution opportunities.
- Tracking and reporting progress through sales force automation tools.
- Preparing and presents proposals to clients - utilizing Prutech resources and tools.
- Negotiating, structuring, and closing "deals" that meet customer expectations and Prutech ability to deliver; utilizes appropriate company resources per the resources plan to provide product marketing support or specialized product sales expertise.
- Meeting sales goals and objectives.
- Performing other related duties as assigned.

Business Development Specialist

February 2021 - June 2021

Alphavima Technologies

- Finding and developing new markets and improving sales, contacting potential clients to establish rapport and arrange meetings.
- Planning and overseeing new marketing initiatives.
- Researching organizations and individuals to find new opportunities.
- Providing recommendations to the management of various international events/conferences.
- Prospecting using extensive mailing and cold calling campaigns.
- Experience in working Microsoft Dynamics 365 a CRM tool, Azure, Data Analytics, Non Profit tool Givelife, Financial tool Vena, Offering Pro Bono Consulting in the pandemic time.
- Experience working with data scrapers like Lead411, Crunch base, Snov, Adapt, Hunter, Get prospect, etc.
- Well experienced working with LinkedIn sales navigator to find key contacts from various verticals.
- Experience in interacting and creating interest among C-level Executives, Decision-makers.
- Generating Leads from different verticals (Lifescience & Biotech, Higher education, Equipment rental, Financial sector).
- Lead Qualification criteria through BANT analysis.
- Reporting to Vice President, Sales and BDM.
- Maintain accurate records of all telephone calls and enquiries on the CRM.
- Experienced in self closure as well starting from lead generation to maturing the lead and further converting into a closure.
- Working with cross-functional teams for successful execution of projects.
- Closely coordinate with the Pre-sales team to make sure on-time delivery of RFI / RFP's, Management, Bid Management, Proposal building, Collateral preparation, facilitating technical interviews, proposal walkthrough.
- Present reports to senior management to create stronger marketing tools for greater success
- Create and manage effective demand generation campaigns for sales enablement, field marketing across all platforms.

Business Development Specialist

August 2016 - January 2021

Zenith Integra Technologies

- Identifying Business and Partnership opportunities for the company via Market Research and Lead Generation activities.
- Involved in the entire Sales Cycle right from identifying the prospect to pitching the solutions, taking down requirements and checking feasibility, preparing sales proposals (RFP), SOW and coordinating with the Salesperson to close the deal.
- Experience in working with Salesforce and Microsoft, a CRM tool.
- Experience working with online databases like Hoovers, LinkedIn, Zoom Info, Jigsaw etc
- Proficient in Linked In to find out the key contacts across the globe from any vertical.
- Handling the Accounts for repeat business for them and meeting the existing clients for the F&F

Discussion.

- Cold calling activities which include Conference line using WebEx etc.
- Creating a solution for the client by understanding their requirements.
- Stay current on Marketing conditions, needs, and competitor strategies.
- Negotiation with clients on the budget
- Build and Manage prospect database, keeping accurate record and notes of contact information and prospect activity.
- Aggressively prospect and cold call into new financial advising businesses to generate interest and obtain web-based demonstrations.
- Obtain referrals from industry sources to build the pipeline of prospects.
- Expanding Product Engineering Service sales opportunities in US/North America.
- Interacting with C-level executives and Key decision makers like CEO, CTO, VP, CIO, Director level prospects.
- Identifying and targeting the high potential prospects through cold calling/email campaigns to generate leads from different verticals (Retail, Manufacturing, Healthcare, Education).
- Development of the prospect pipeline through identification, targeting and soliciting online/phone or personal meetings with prospects.
- Research and study markets for new business opportunities.
- Identifying trends/ opportunities/pain points/solutions, as applicable to the particular Industry, and craft customized campaigns around that Liaise with Pre-sales teams regarding RFP's.
- Being the Point of Contact(PoC) for the Client and the Center of Excellence(CoE) team.
- Maintain a high level of personalized client service at all times.
- Direct the efforts of the team towards the achievement of the strategic and operational objectives of the Company.
- Account Penetration to various regions across the globe for services like Staffing.
- Preparing and giving internal presentations on Sales Activities and Plans.

Business Development Representative

August 2014 - July 2016

Zenith Integra Technologies

- Prospect for potential new clients and turn this into increased business.
- Plan approaches and pitches.
- Build relationships with new clients.
- Present new products and services and enhance existing relationships.
- Forecast sales targets and ensure they are met by the sales team.
- Track and record activity on accounts and help to close deals to meet these targets.
- Identify opportunities for campaigns, products and distribution channels that will lead to an increase in sales.
- Present to and consult with mid and senior level management on business trends with a view to developing new products, services, and distribution channels.
- Work with image licensing sales teams and other internal colleagues to meet customer needs.

Education

B Tech

2009 - 2013

JNTU - Electronics and Communication Engineering

Personal Details

Name	T V Sai Surya Sharan
Gender	Male
Nationality	Indian
Languages	English, Hindi, and Telugu
Marital Status	Single
Permanent Address	Hyderabad