

Viral Kadakia

People | Sales | Leadership

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Guiding Principles:

- Know what you are selling.
- Know the audiences you are selling to.
- Know your company's DNA. Stay true to it.



Professional Work Experience:

- 10+ years of experience in **B2C | Inside Sales** and **Education / Edtech Sales** with Planning and Directing strategies to enhance company's growth. Skilled in Strategic planning, Excellent relationship building & Analytical Skills.
- Started my career when the company (Jaro education) was a start-up with calling, counselling and end to end sales. Promoted as leader within 6 months of joining and journey towards greater heights .
- Reported to the COO/CEO of the company . Handled Sales branches (60 + manpower), Branch managers, Team leaders, Admin Executives and other technical staff .
- Worked on Software: Salesforce / CRM / Lead Square/NoPaperForms .



Area of Expertise:

- B2C | Inside Sales
- Sales & Revenue
- Employee retention
- Growth Strategies
- Career Counselling
- Decision Making
- Data & Resource Planning
- Business Analytics
- Negotiations
- Marketing –Ideas
- Planning and Organizing
- Team player
- Leadership Skills.



Key Responsible Areas / Roles Played :

❖ **CEDP Skill Institute:** Head Sales and Marketing – Jan. 2020 to Apr. 2020

- Locations Handled – Mumbai :– Thane, Kurla and Borivali .
- Products Handled:- Skill and vocational based courses – Hospitality , Healthcare ,Industrial safety and many more. Distance learning MBA.
- Reported directly to the CEO of the company.
- KRA's :-
 - ✓ Responsible for branch targets & over achievements .
 - ✓ Handling sales team / Training / Resource planning .
 - ✓ Formulation of incentive structure and contest for manpower motivation.
 - ✓ Strategies to ensure sales and productivity goals are met.
 - ✓ Working with B2B person for organizing events (Skill tours) in the organization/Schools and colleges.
 - ✓ Gave presentation in Schools and Colleges for Skill tours to generate leads and admissions.
 - ✓ Taking care of Form completion and after sales services (Customer relationship).
 - ✓ Took interviews to recruit manpower.
 - ✓ Developed fee structure for various online courses and FAQ's for new product launch.
 - ✓ Did entire process from giving presentation to sales and generation of revenue from Bullet train(Government) project for skill courses.
 - ✓ Assisted the NGO team for presentations and revenue generation.

❖ **Iaro Education:** Assistant Vice-President – Dec. 2009 to Oct. 2019

- Locations Handled :- Mumbai – Vile-Parle, Goregaon, Dadar, Dombivli and Sakinaka. Pune, Surat, Ahmedabad, Delhi, Gurugram & Noida.
- Products Handled :- **K-12** /Welingkar / NMIMS / Alliance / Bharathiar Uni. / GNIMS -NSE & MBA / UBI(Brusells) , URAL(Russia) & many more.
- Executive MBA/PG, Distance learning PG/MBA, Digital Marketing, Under Graduate courses to PHD course.
- Reported directly to the COO of the company.

- **As Business Development Executive** :- End to end sales / lead generation via calls & meets / B2B / B2C / Marketing / Business through reference and other various sources.

- **As Team Leader** :- Shouldering the previous responsibilities handled team of 10 to 25 executives / Training / Resource planning / handling meetings and pick-ups/ Admin / MIS.

- **As Branch Manager** :-
 - ✓ Handling and Managing complete sales & branch operations.
 - ✓ Responsible for branch targets & over achievements.
 - ✓ Generating sales leads through various sources. Retention and motivation of manpower.
 - ✓ Strategies to ensure sales and productivity goals are met.
 - ✓ Cost-efficient customer acquisition, retention and ensuring a high volume of daily sales.
 - ✓ Handling team leaders / Guiding and training them for team management.
 - ✓ Handling the Branch of 40 to 45 executives.
 - ✓ Working on corporate communications.
 - ✓ Working with B2B team for organizing events in different organizations for product presentations.
 - ✓ Training executives for end to end sales.
 - ✓ Handling team for Form completion and after sales services (Customer relationship).
 - ✓ Making sure availability of Marketing Collaterals for marketing activities.

➤ **As AVP :-**

- ✓ Branch expansion, building it from scratch and turn-around of non-performing branches.
- ✓ Handling multiple branches, Branch managers, team leaders, and CDE's.
- ✓ Took interviews all across India to recruit manpower.
- ✓ Developing & implementing Strategies & Marketing Plan to achieve & exceed corporate goals.
- ✓ Progress towards stated goals and objectives and set performance goals accordingly.
- ✓ Maintaining relationships with key clients & generating references.
- ✓ Increasing revenue scale & planning quarterly and yearly strategy, budgeting in order to reach targets and organizational goals.
- ✓ Handling overall functioning of Sales & Marketing.
- ✓ Monitoring and mapping the Lead Generation, database and sources.
- ✓ Analyzing market trends to formulate policy to assist sales representatives and branches in promoting sales.
- ✓ Formulating strategies to tap unexplored market for business expansion.
- ✓ Representing the company at various meetings and associations.
- ✓ Met with key customers, assisting sales managers with maintaining relationship and negotiations.
- ✓ Acted as a role model in demonstrating the culture and values of JARO Education.

❖ **Most Proud of / Rewards & Recognition:**

- Highest Revenue Generation.
- Got fast promotion within a year.
- Handled new product and filled the batch in 3 months.
- Highest admissions in a year.
- Highest Per Person Productivity as Branch Manager.
- Won trip to **Goa twice, Singapore twice and Hongkong/Macau.**
- Best Branch Manager 2016. Topped 9 months in a year among 12 branches.
- Awarded for best team, best branch and various other annual awards.
- Won Jaro premier league and various individual awards and contests.
- Best Client Relationship & Customer Service.
- Consistent performer with high achievements and best Data Management.
- Made multiple leaders and managers under my leadership.
- Ideas to decrease company cost and improve productivity.

❖ **Virgin Mobile** :- June 2009 To November 2009 - Relationship Manager

- Handled entire vturk project for the company.
- Recruited manpower from colleges across Mumbai.
- Managed new recruits to bring in activation.
- Handled 20+ Executives and managed outdoor promotions for virgin mobile.

❖ **Trained by Dale Carnegie team – 2015**

- Topics Covered: Leadership / Sales / People Skills / Employment Engagement / Customer Relationship / How to sell like a Pro!!

❖ **Academic Excellence:**

Qualification	University/Board	Year
MBA (Marketing)	Pune University	2009
BCOM	Mumbai University	2006
HSC	Maharashtra Board	2003
SSC	Maharashtra Board	2001

It would be a pleasure to discuss how my experience can help your team.

Sincerely,

Viral Kadakia