

DEBA KUMAR PRADHAN

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PROFILE SUMMARY

Over 5+ years of experience in Business Development and Sales in both B2C & B2B, Training and Prospecting in one of the EdTech Unicorns & Automotive industry across different cities with a target and data-driven approach to enhance the business constantly.

PGDBM	Manipal University	CGPA: 9.0/10	2017
B.Tech(Mechanical)	Lovely Professional University	CGPA: 7.2/10	2015
12 th	Fakir Mohan Junior College	Percentage: 68/100	2011
10 th	Town High School	Percentage: 86/100	2009

KEY SKILLS

- Business & Sales Development
- B2B & B2C sales
- Team Management & Handling
- Sales Training
- Understanding of CRM tools for lead management
- Business & Sales Analysis

PROFESSIONAL EXPERIENCE

Business Development Manager, BYJUS, Bangalore

10/19 – Present

- *Promoted as a manager for handling a team for doing pre-sales & direct sales*
- Leading a team size of 12 people for doing B2C sales
- Doing sales analysis & making sales strategies for the team for maximum sales conversion
- Giving sales training to the new employees for better understanding
- Doing P&L analysis for my team
- Managed Sales figures over CRM ensuring a minimum of 4 conversions with 50% success rate from the team
- Minimized the existing leakage and increased the lead consumption by 40% by CRM optimization
- Consistently ranked amongst top 30% BDMs for meeting team target on weekly basis
- Promoted to the Final Decision maker for the Trainee Model of Business Development
- Got highest slab CTC increment due to my performance as a manager

Business Development Associate, BYJUS, Bhubaneswar

10/18 – 10/19

- *Joined the company in Sales vertical and served on the field of B2C sales for 1 year*
- Generated a revenue of ₹ 90L through Direct selling and ensured the best end-to-end customer experience
- Qualified for 2 foreign incentive trips (i.e. Indonesia & Europe) by consistently over achieving the given targets
- Got highest slab CTC increment due to my performance as a BDA
- Earned around ₹ 5L as Sales Incentives by consistently over achieving the given targets
 - Worked under a layout of bi-monthly targets and on-spots conversions being the POC for escalations
 - Converted 70% users into paid subscribers by personalized counselling and motivational skills
 - Attained experience in pre-sales, direct sales, inside sales and lead generation.

Sales Engineer, Hariom Udyog Pvt Ltd, Noida**05/17 – 09/18**

- *Joined the company as Sales Engineer in team handling role and served on the field of B2B sales for 1.5 years*
- Leading a team size of 8 people for doing B2B sales
- Doing sales analysis for the team for maximum sales conversion
- Doing P&L analysis for my team
- Taking the responsibility of the revenue generation for the company
- Meeting the clients on daily basis to understand their requirements before closing the deal

Sales Engineer, R&N Techauto Industries Pvt Ltd, Noida**08/15 – 04/16**

- *Joined the company as Sales Engineer as a Fresher and served on the field of B2B sales for 9 months*
- Meeting individual sales target on monthly basis as per company expectations
- Taking the responsibility of the revenue generation for the company
- Making sales strategies to generate more revenue for the company
- Meeting the clients on daily basis to understand their requirements before closing the deal

ACHIEVEMENTS

- Qualified for 2 foreign incentive trips (i.e. Indonesia & Europe) as per my performance as BDA in Byjus
- Got Managerial promotion in Byjus in 12 months only as per my performance
- Got 2 times highest slab CTC increment in Byjus due to my performance

PERSONAL DETAILS

Mother's Name: Mrs. Rebati Pradhan
Father's Name: Mr. Patita Paban Pradhan
Date of Birth: 11-07-1994
Gender: Male
Marital Status: Unmarried
Language: English, Odia, Hindi