


SOURAV GARG

Corporate Sales

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Highly motivated sales professional with 13+ years of proven success in B2B/corporate/enterprise sales in the Telecom industry seeks challenging and growth-oriented Area Sales Manager (B2B) position in a Marketing/Advertising/Sales company to leverage expertise in sales strategy, customer acquisition, and revenue growth. Looking to contribute to market leadership and drive success by exceeding sales targets and increasing market penetration and brand presence through exceptional customer relationship management and deep understanding of the telecom sector.

Professional Summary

- 13+ years of experience driving sales growth and customer acquisition in the telecom industry.
- Proven ability to exceed sales targets and achieve revenue goals in competitive markets.
- Expertise in building and managing strong relationships with enterprise clients and channel partners.
- Experience managing the complete sales cycle from lead generation to contract negotiation and closure.
- Skilled in identifying and capitalizing on new business opportunities and market trends.
- Adept at understanding client needs and providing tailored telecom solutions that exceed expectations.
- Strong communication, presentation, and interpersonal skills, with a proven track record in client relationship management.
- Proficient in developing and executing effective sales strategies to penetrate new markets and achieve business objectives.
- Proven ability to adapt to dynamic environments and achieve business goals in demanding situations.

Career Timeline

- 1 Mar 2024 - Sep 2024
RELATIONSHIP MANAGER
HDFC Bank Ltd
- 2 Mar 2021 - Mar 2024
ASSISTANT MANAGER(ESO)
Reliance Jio Info Comm. Ltd
- 3 Dec 2019 - Feb 2021
SENIOR SALES EXECUTIVE
Nextra Communications Pvt. Ltd.
- 4 Jul 2018 - Dec 2019
SALES OFFICER
Shyam Spectra Pvt Ltd
- 5 Oct 2016 - Jun 2018
DST (IKYA HUMAN CAPITAL PVT. LTD)
Bharti Airtel Ltd
- 6 Dec 2014 - Sep 2016
ENTERPRISES SALES OFFICER (APEX SERVICES PVT. LTD)
Vodafone Mobile Services Ltd
- 7 Jan 2012 - Dec 2014
DIRECT SALES SME (IKYA HUMAN CAPITAL PVT. LTD)
Tata Teleservices Ltd
- 8 Dec 2009 - Jan 2012
EXECUTIVE (PLANMAN CONSULTING INDIA PVT LTD)
Tikona Digital Networks Ltd (TDN)

Work Experience

- Mar 2024 - Sep 2024
RELATIONSHIP MANAGER
HDFC Bank Ltd

Technical Skills

Telecom Industry Knowledge	★★★★★
B2B Sales	★★★★☆
Customer Acquisition	★★★★☆
Sales Strategy	★★★★☆
Channel Sales	★★★★☆
Account Management	★★★★☆
Lead Generation	★★★★☆
Sales Strategy Development	★★★★☆
Sales Strategy Execution	★★★★☆
Corporate Sales	★★★★☆

Soft Skills

Communication
Relationship Building
Negotiation
Adaptability
Problem-solving
Teamwork
Time Management
Self-Motivated
Interpersonal Skills
Presentation Skills

Core Competencies

Sales Growth
Customer Acquisition & Retention
Relationship Building & Management
Sales Strategy Development & Execution
Market Knowledge - Telecom

Education

B.A: Arts Education
IGNOU, Noida Gautam Buddha Nagar
02/2018 - 2018

12th: Arts Education
NIOS Board, Noida
03/2006 - 2006

10th: Liberal Arts And Sciences
CBSE Board, Delhi
03/2003 - 2003

Certifications

- More than 12 years of experience in telecom industry and 6 months of experience in banking as well's achieve my targets every month and try to achieve my goals The goal I want to achieve has not been achieved by Reliance Jio (2022)

Languages

English
Hindi

Hobbies

Traveling
Reading
Mentoring
Technology

Responsible for building and nurturing relationships with a portfolio of Retail Asset and OD limit customers, driving product penetration, and ensuring exceptional customer service to maximize revenue generation and client retention.

- Built and nurtured relationships with a portfolio of Retail Asset and OD limit customers, focusing on the Dukandar and GST segments, to drive product penetration and maximize revenue generation.
- Conducted client needs assessments and provided personalized financial advice to identify opportunities for cross-selling and upselling relevant products and services, contributing to client retention and portfolio growth.
- Ensured exceptional customer service to existing clients by addressing inquiries, resolving issues, and providing ongoing support, enhancing their banking experience and building strong client relationships.

Mar 2021 – Mar 2024

ASSISTANT MANAGER(ESO)

Reliance Jio Info Comm. Ltd

Responsible for driving sales, managing channels, and providing exceptional customer service for Reliance Jio's enterprise telecom products and services.

- Drove sales of Reliance Jio's enterprise telecom solutions, including Mobile Sim Connections, Internet Lease Lines, SIP Trunks, MPLS, and Toll-Free services, across Delhi-NCR and Pan-India, contributing to revenue growth and market share expansion.
- Managed enterprise channels, collaborating closely with partners to expand market reach and drive sales, strengthening Reliance Jio's presence in the B2B telecom market.
- Identified and secured new business opportunities by building relationships with IT and Admin Heads of companies across various sectors, expanding the client base and generating new revenue streams.
- Provided tailored telecom solutions to meet specific client needs, ensuring high levels of customer satisfaction and retention, contributing to long-term business relationships.
- Resolved customer escalations, service issues, and technical challenges effectively, ensuring seamless service delivery and maintaining client satisfaction.

Achievements:

Acquired new clients and played a key role in achieving revenue targets, contributing to the company's success in the enterprise telecom market.

Dec 2019 – Feb 2021

SENIOR SALES EXECUTIVE

Nextra Communications Pvt. Ltd.

Responsible for driving sales, managing client relationships, and achieving revenue targets for Internet Lease Line services.

- Drove sales of Internet Lease Line services across Delhi-NCR and Pan-India, targeting diverse businesses and organizations to expand market reach and penetrate new customer segments.
- Built and maintained a robust sales pipeline, identifying and qualifying high-potential leads to consistently meet and exceed sales objectives, contributing to revenue growth and strengthening the company's position in the market.
- Negotiated and closed deals successfully, navigating complex sales cycles to secure profitable contracts and drive revenue growth for Internet Lease Line services.
- Conducted comprehensive needs assessments to understand client requirements and recommend tailored Internet Lease Line solutions, optimizing network infrastructure and ensuring client satisfaction.
- Developed and maintained strong relationships with key decision-makers within client organizations, fostering long-term partnerships and generating repeat business.

Jul 2018 – Dec 2019

SALES OFFICER

Shyam Spectra Pvt Ltd

Responsible for achieving sales targets, managing client relationships, and promoting telecom solutions to businesses in the Noida cluster.

- Promoted and sold Business Broadband, Internet Lease Line, and P2P solutions to businesses in the Noida cluster, building strong customer relationships, and developing a robust sales pipeline.
- Identified and capitalized on new business opportunities, delivering effective sales presentations, and product demonstrations to secure new clients and drive revenue growth.
- Provided tailored telecom solutions that met specific business requirements by understanding client needs and challenges, contributing to the company's reputation as a trusted telecom provider.
- Managed the entire sales cycle, from lead generation and qualification to contract negotiation and closure, consistently achieving and exceeding sales targets.
- Developed and implemented innovative sales strategies to penetrate new market segments within the assigned territory, expanding market share and strengthening the company's brand presence.

Achievements:

Played a key role in driving revenue growth, expanding market share, and establishing the company as a trusted telecom provider within the Noida business market.

Oct 2016 – Jun 2018

DST (IKYA HUMAN CAPITAL PVT. LTD)

Sports

Achievements

- Awarded for best performance at Tikona Digital Networks Pvt. Ltd in 2011.

Bharti Airtel Ltd

Responsible for promoting and selling Bharti Airtel's telecom solutions to businesses across Delhi-NCR and Pan-India, building and managing client relationships, and achieving sales targets.

- Marketed and sold Bharti Airtel's telecom solutions, including Business Broadband, Internet Lease Lines, MPLS, and ACS, to businesses across Delhi-NCR and Pan-India, focusing on acquiring new customers and expanding market penetration.
- Built and maintained strong relationships with IT and administrative decision-makers, understanding their specific connectivity needs and challenges to provide tailored solutions and drive sales.
- Developed and executed tailored sales strategies to acquire new customers, expand market penetration, and effectively achieve sales targets for Bharti Airtel's suite of telecom solutions.
- Provided exceptional customer service by addressing inquiries, resolving issues, ensuring a seamless and satisfactory experience for Bharti Airtel's business clients.

Dec 2014 - Sep 2016

ENTERPRISES SALES OFFICER (APEX SERVICES PVT. LTD)

Vodafone Mobile Services Ltd

Responsible for managing the sales cycle from lead generation and prospecting to closing deals and ensuring customer satisfaction.

- Drove sales of Vodafone's enterprise mobility and connectivity solutions, including Mobile Sims, Vodafone Dongles, Toll-Free Services, ILL, and PRI, to a diverse portfolio of corporate and SME clients across Pan-India, contributing to the expansion of Vodafone's enterprise customer base and achievement of revenue goals.
- Developed and implemented successful sales strategies to penetrate new accounts, expand market share, and achieve revenue targets for Vodafone's enterprise solutions.
- Built and nurtured relationships with key decision-makers in IT and administration, understanding their unique business needs and providing tailored solutions to maximize client satisfaction and retention.
- Proactively identified and capitalized on upselling and cross-selling opportunities within existing accounts to maximize revenue generation and client lifetime value.

Jan 2012 - Dec 2014

DIRECT SALES SME (IKYA HUMAN CAPITAL PVT. LTD)

Tata Teleservices Ltd

Responsible for direct sales, channel management, and customer relationship management for Tata Teleservices' products and services with a focus on driving revenue growth in the SME and retail segments.

- Marketed and sold Tata Teleservices' telecom products and services, including Tata Photon, Mobile Connections, and Tata Walky, to SME and retail customers across Delhi-NCR and Pan-India, driving revenue growth and expanding market reach.
- Managed retail channels effectively, building and maintaining strong relationships with partners to expand market reach and drive sales growth for Tata Teleservices' products and services.
- Proactively identified and converted leads, provided product demonstrations, and ensured a seamless customer onboarding experience to enhance customer satisfaction and foster loyalty.
- Communicated the value proposition of Tata Teleservices' products and services effectively to potential customers, contributing to increased sales and brand awareness.

Dec 2009 - Jan 2012

EXECUTIVE (PLANMAN CONSULTING INDIA PVT LTD)

Tikona Digital Networks Ltd (TDN)

Responsible for achieving sales goals, managing customer interactions, and driving the adoption of Tikona's retail broadband services in the Ghaziabad region.

- Successfully promoted and sold Tikona's retail broadband services to residential customers in Ghaziabad, consistently achieving and exceeding sales targets, and playing a key role in expanding the customer base.
- Effectively communicated the benefits of Tikona's broadband plans to potential customers, leading to increased customer acquisition and revenue growth.
- Provided excellent customer service by addressing inquiries, resolving technical issues, and ensuring a positive customer experience to promote satisfaction and retention.
- Developed and maintained comprehensive sales reports and MIS documentation, providing valuable insights into sales performance, market trends, and customer behavior to support business decisions.

Achievements:

Played a key role in establishing Tikona as a leading broadband provider in the Ghaziabad region through successful sales efforts and customer relationship management.

Projects

JAMO

Participated in a performance-driven incentive program (JAMO) designed to reward top performers who achieve sales targets within a defined four-month timeframe.

Sales & Marketing Professional

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- Experience driving revenue growth through strategic marketing campaigns, relationship building.
 - Deep understanding of customer needs and pain points, adept at tailoring messaging and sales strategies to effectively engage and convert leads.
 - Analytics to measure campaign performance, identify trends, and optimize marketing initiatives for maximum ROI.
 - Excellent communication and interpersonal skills, capable of developing strong client relationships and fostering long-term partnerships
 - Proven ability to manage the entire sales cycle, from lead generation and qualification to closing deals and customer retention.
 - Skilled in creating compelling content, including blog posts, social media campaigns, and email marketing sequences, to attract and nurture potential customers.

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