

# Vinod Kashyap

Senior Sales Manager

## Contact

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## Skills

- Profitability Optimization
- Verbal and written communication
- Business development and planning
- Product Knowledge
- Sales operation
- Strategic Planning
- Profitability Optimization

## Languages

English

Hindi

## Personal Details

**Date of Birth:** 14/06/1985

**Nationality:** Indian

With over 11 years of experience, performance-oriented sales leader with a proven track record of success. Strategic and analytical approach to effectively solve problems, attract new customers, and achieve profit targets. Talent for identifying and capitalizing on emerging market trends and revenue opportunities.

## Work History

2024-09 -  
Current

### Senior Sales Manager - COCO Centre

*UpGrad, Delhi*

- Increased overall sales revenue by implementing effective sales strategies and building strong client relationships.
- Mentored junior sales professionals in advanced selling techniques, resulting in accelerated career progression and enhanced contributions to overall team success.
- Exceeded annual sales targets consistently by maintaining a proactive approach to lead generation and pipeline management.
- Developed a high-performing sales team through targeted recruitment, comprehensive training, and ongoing mentorship.
- Streamlined internal sales processes for increased efficiency, resulting in improved productivity and reduced overhead costs.
- Connected with prospects through trade shows, cold calling and local-area networking.
- Handled customer relations issues, enabling quick resolution, and client satisfaction.
- Achieved established KPI for company, regional team and individual performance through teamwork and focus on customers.

2021-04 -  
2024-08

### Senior Sales Manager

*Unacademy, Delhi, India*

- Achieved dramatic sales increase by skillfully managing relationships and proactive sales approaches.
- Increased overall sales revenue by implementing effective sales strategies and building strong client relationships.
- Developed sales strategy based on research of consumer buying trends and market conditions.

**Marital Status:** Married

**Gender:** Male

**Religion:** Hindu

- Directed sales support staff in administrative tasks to help sales reps close deals.
- Exceeded annual sales targets consistently by maintaining a proactive approach to lead generation and pipeline management.
- Streamlined internal sales processes for increased efficiency, resulting in improved productivity and reduced overhead costs.
- Improved customer retention rates by delivering exceptional after-sales support and fostering long-term relationships with key accounts.
- Connected with prospects through trade shows, cold calling and local-area networking.
- Forecasted sales and established processes to achieve sales objectives and related metrics.

2019-09 -  
2021-03

## **Business Development Manager**

*Byjus Think And Learn, Noida, India*

- Generated new business with marketing initiatives and strategic plans.
- Reached out to potential customers via telephone, email, and in-person inquiries.
- Negotiated and closed long-term agreements with new clients in assigned territory.
- Increased client base by identifying new business opportunities and cultivating strong relationships with key decisionmakers.
- Conducted comprehensive market research and analysis to identify emerging trends and potential areas of expansion.
- Established relationships with key decision-makers within customer's organization to promote growth and retention.
- Developed new proposals, contracts and procedures to draw in more clients and streamline work operations.
- Consistently met or exceeded monthly quotas through diligent prospecting efforts, relentless follow-up activities, and expert negotiation skills.
- Optimized sales funnels by leveraging data-driven insights to refine targeting strategies and maximize conversion rates.
- Mentored junior team members in effective sales techniques, fostering a high-performance culture within the organization.

- Compiled product and customer data to generate informed profit projections.
- Enhanced the company's profitability by identifying and eliminating inefficiencies in existing business processes.

2017-07 -  
2019-08

## **Team Leader, Sales Operations**

*Fareportal India Pvt Ltd, Gurugram*

- Mentored junior team members, fostering a positive work environment that encouraged professional growth.
- Exceeded sales targets by motivating team members and providing ongoing coaching.
- Enhanced customer satisfaction through proactive problem-solving and consistent followup.
- Developed strong relationships with key clients, resulting in increased repeat business.
- Established effective communication channels within the team, ensuring timely updates on market trends and competitor activities.
- Streamlined sales processes to improve efficiency and productivity within the team.
- Conducted regular performance evaluations, identifying areas of improvement and adjusting training programs accordingly.
- Boosted team performance by implementing efficient sales strategies and techniques.
- Implemented data-driven forecasting methods, improving accuracy and informing strategic decisionmaking.
- Assigned sales organization objectives to sales team members in accordance with production schedule to meet business volume demands.

2013-10 -  
2017-05

## **Process Developer**

*Genpact, Gurugram*

- Prioritized secure handling of sensitive customer information within processes, minimizing potential liability issues by proactively managing risk.
- Developed new processes for increased production capacity and improved product quality.
- Performed regular audits of internal processes, identifying areas for improvement and driving

change through targeted action plans.

- Enhanced process efficiency by identifying bottlenecks and implementing optimization strategies.
- Presented process improvement plans and new process proposals.

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## Education

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2002-08 -  
2005-11

### **Bachelor of Arts**

*Kirori Mal College ( Regular ), Delhi University - North  
Campus DU*