

Bharat Melwani

Specialist - Business & Growth

Noida

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Accomplished Sales Professional offering nearly 6.5+ years of work experience and leveraging efforts in driving revenue growth through strategic business development and innovative sales strategies, contributing to organizational success.

Professional Experience

Specialist - Business & Growth

Cue Learn Pvt Ltd, Gurugram, Haryana

November 2021 - April 2024

- Cultivating a team environment that promotes collaboration and maximizes productivity
- Aligning strategies with Sales, Marketing, Operations, and Product teams to achieve monthly sales and revenue targets
- Providing regular coaching & feedback, contributing to the professional development of team members
- Actively participating in multiple pilots and projects, bringing valuable insights & contributing to their success
- Implementing a new sales strategy to increase lead conversion rates, contributing to the overall business growth and expansion

Achievements:

- Achieved outstanding results and surpassed performance targets by 120% in FY 2022-23
- Attained an overall performance rating of 100% in Q1 and Q2 of the current fiscal year
- Spearheaded initiatives that improved business foothold, translating leads into tangible growth prospects, resulting in a 120% increase in performance targets achieved in FY 2022-23
- Successfully managed lead and sales generation processes, significantly contributing to the growth of the business
- Continually reviewed and enhanced business processes, identifying and implementing improvements

Business Development Associate

BYJU'S Think & Learn Pvt Ltd, Noida

August 2020 - September 2021

- Developed & presented strategic proposals to the management and relevant departments for consideration
- Monitored & managed the entire documentation process until completion, including the signing of contracts
- Conducted thorough customer profiling, gathering all pertinent information about the schools to enhance service delivery
- Provided regular and comprehensive reports on the status of schools daily
- Compiled and organized data related to assigned schools, ensuring accuracy and completeness
- Devised and presented strategic proposals that led to an increase in the conversion rate of proposals to contracts, positively impacting the company's revenue and market presence
- Implemented a customer feedback system that increased customer satisfaction and retention, contributing to the company's long-term success

Achievements:

- Consistently exceeded monthly targets by 100% throughout the entire tenure
- Maintained robust after-sales relations with customers, ensuring satisfaction and addressing any concerns promptly

Business Development Associate

Knight Learning Solutions, Noida

August 2019 - August 2020

- Prospected potential new clients, transforming them into increased business opportunities by providing technology and soft skills training
- Fostered relationships with senior decision-makers, including CEOs, CFOs, CMOs, and VPs
- Managed and maintained a structured analysis of target markets and clients, documented in the CRM system
- Collaborated with cross-functional teams to develop proposals, bids, and contracts for new business opportunities
- Negotiated terms and conditions to secure profitable deals and partnerships
- Developed and oversaw marketing strategies to identify key approaches for successful new customer acquisition, sales growth, and revenue generation

- Experienced in pre-sales operations, proficient in utilizing CRM tools to qualify leads, and skilled in strategic outreach
- Proven ability to analyze market trends, understand client needs, and drive revenue growth

Business Development Executive

CRM Services Private Limited, Jaipur

July 2015 - October 2017

- Worked in the Enterprise Line of Business (LOB) focused on software sales to enterprises
- Engaged with enterprise decision-makers, including CTOs, CXOs, and CEOs, to customize software solutions according to their needs
- Connected with stakeholders globally to expand the reach and influence of the company's software offerings
- Conducted cross-selling and up-selling to maximize revenue from existing clients
- Managed negotiations and follow-ups to ensure successful deal closures
- Collaborated with internal teams such as operations and marketing to align strategies and meet client needs
- Ensured timely and accurate documentation of processes and stages to better track cases

Achievement

- Awarded Employee of the Month
- Recognized as CAT Star of the Month for exceptional performance

Education

PGDM in Marketing June 2018 - June 2020

Jaipuria School of Business at Ghaziabad

B.COM June 2015 - June 2018

Rajasthan University at Jaipur

Key Skills

- **Negotiator**
- **Business Development**
- **B2B & B2C**
- **Team Collaboration & Management**
- **Business Process Enhancement**
- **Strategic Proposal Development**

Certifications

E-Business, NPTEL

IIT Kharagpur

Selling Strategies for Boosting Customer Acquisition

LinkedIn

Software

- **CRM Tools**
- **MS Office Suite**
- **SQL**
- **Power BI**