

# SACHIN SARATHY

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## SEEKING ASSIGNMENTS SALES MANAGER

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### PROFILE SNAPSHOT

- ◆ Seasoned & competent professional with **8+ yrs. of commendable success.**
- ◆ Diligent and experienced professional offering sterling cross functional exposure across **Sales & Distribution, Business Development, Channel Management, Operations Management** and Field Sales Operations.
- ◆ Quality-driven, strategic, and well-organized individual noted for **championing business development efforts channel sales and direct sales.**
- ◆ Enterprising capacity to develop profitable **client relationships to maximize service satisfaction and generate referral / repeat business** that contributes to sales growth.
- ◆ Accomplished in investigating and **evaluating potential market opportunities** for the existing line of technical products.
- ◆ Demonstrated excellence in working cross-functionally with internal and external partners to **coordinate sales, marketing and technical efforts** to determine the potential for product success in a given market.
- ◆ Possess capability to **coordinate with different people** at one time under difficult situations and the ability to bring out the best in others while creating a healthy and friendly work environment, thus enhancing operational efficiency.

### Key Strength Areas

Strategic Sales Planning Revenue Growth and Profitability Channel Sales Direct Sales Performance Management Strategic Market Planning Digital Marketing Team Management Sales Management Partner Relationships Opportunity Identification Market Penetration

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### Key Result Areas

#### Sales Targets

- ◆ Forecasting periodic sales targets & driving sales initiatives to achieve business goals. Mapping, developing and nurturing new channels for launch of products for ensuring greater profitability. Augmenting and classifying the market based on the nature of business utilizing the 80:20 principles. Evolving market segmentation & penetration strategies to achieve targets.

#### Brand Building

- ◆ Planning and executing strategies for sales initiatives to increase market penetration. Building and maintaining healthy business relations with major clientele, ensuring maximum client satisfaction by achieving performance parameters delivery & quality norms. Conceptualizing and implementing the sales promotional activities as a part of brand building and the market development effort.

#### Customer Relationship Management

- ◆ Maintaining cordial relations with clients to sustain profitability of the business. Maximizing client satisfaction level by on looking after smooth functioning of region operations. Assessing client response through regular feedback. Excellent client relationship management, time & resource management.

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## PROFESSIONAL EXPERIENCE

### SAHANA IT & CONSULTING SERVICES PVT LTD

#### CO-FOUNDER

Sep 2018 – August 2021

- ◆ Business Development & Account Management.

- ◆ Legal work & Ensuring Compliance
- ◆ Accessing Risk & Opportunity.
- ◆ Quality Assurance & Customer Relationship Management.
- ◆ Market Research & Competitive Analysis
- ◆ Sales, Marketing & Networking .

## **LEXIS NEXIS**

**Oct 2017 – June 2018**

### **Account Manager – Acquisition ( South India & Srilanka)**

- ◆ Responsible for Driving Revenue, fully understand customer needs and develop a plan that will marshal all of the right resources to achieve the goals. Single Point of Contact for Client, as someone who could help them solve key business problems, serving as a trusted advisor or business partner. Works in a teaming environment and in conjunction with New Acquisition team to acquire, grow revenue and add logos to the account base.
- ◆ Customer Relationship Management:
  - Serve as the primary point of contact and relationship manager with new acquired customers in the specified region
  - Demonstrate new products
  - Create targeted, solution oriented proposals with appropriate positioning
- ◆ Maintain awareness of customer needs and industry trends and use information to optimize market position
- ◆ Market penetration and Sales process adherence

## **SPY INFO SOLUTIONS**

**Jan 2013 – Sep 2017**

### **Manager – Sales**

- ◆ Research on market trends while meeting customers' needs and providing support for all pre-sales activities of the company.
- ◆ Sold enterprise software and Electronic Security Systems through Direct/Retail sales and Channel sales also providing detailed information about technical specifications by providing Demonstration of Products/Softwares marketed by the company.
- ◆ Managing and building upon sales pipeline to drive new business opportunities to commercial success while forecasting sales numbers for upcoming weeks and months.
- ◆ Maintaining strong relationships with Key Customers and Generate Repeat Business and Annual Maintenance Contracts.
- ◆ Sourcing and Generating leads from Cold calls and Online aggregators such as Just Dial, Indiamart and Promoting Sales Through Online Advertising and Facebook Campaigns.
- ◆ Planning of sales promotion strategies for increasing annual sales quota. Conducting demonstrations to customers in terms of installation of the product.
- ◆ Communicate and possibly network with existing customers to promote products and ensure awareness on upgrades on IT Products, ESS and Customized software such as ERP, LMS, HMS.  
Participate in team meetings to discuss progress, plans, and other activities.

## **SBR TECHNOLOGY SERVICES**

**Oct 2010–Dec 2012**

### **Sales Analyst**

- ◆ Instrumental in devising strategies for selling a variety of services while independently generating leads and achieving full cycle of lead generation to final closure.
- ◆ Entrusted with the responsibility of lead generation for generating the sale funnel of ELECTRONIC SECURITY SYSTEMS.
- ◆ Utilized human relations, communication, and negotiation skills to market sales closures for YUM Brands Which is Parent company of KFC, PIZZA HUT and TACO BELL.
- ◆ Responsible for identifying client needs while researching ways to improve the quality of their services; facilitated lead generation for BMM Ispat Limited.
- ◆ Qualified and won medical College tender for the CCTV & biometric of HIMS.
- ◆ Responsible for keeping management informed by submitting activity and results reports, such as daily reports, weekly work plans, and monthly and annual territory analysis.
- ◆ Serviced existing accounts and established new accounts by planning and organizing daily work schedule to call on existing or potential leads.
- ◆ Resolved customer complaints by investigating problems; developing solutions; preparing reports, and making recommendations to management.

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## ACADEMIC CREDENTIALS

**BE in Electrical & Electronics Engineering from SSIT, Tumkur under Vishweshwariah Technological University, Belgaum.**

**HSC, from Poorna Prajna College, Udupi**

**SSLC, from Chinmaya High School, Mangalore.**

- Skilled with MS Office Suite (MS Word, MS Excel, MS PowerPoint)
- Well versed with Digital Marketing and Techniques.
- Programming Languages C and C++ and web designing with software.

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**Date of Birth:** 28<sup>th</sup> of July, 1984  
**Linguistic Skills:** English, Hindi, Kannada, Tulu  
**References:** Available on request