

# Siddhartha Misra

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## Professional Summary

- Certified Salesforce Administrator with over 8 years of experience in sales. Skilled in product and concept selling, team handling and working in multicultural environments. Armed with 2 years hands on experience as a sales user on different CRM platforms, I seek to work & grow within salesforce eco system.
- An entrepreneur who grew manufacturing business from 1.5 lacs to 24 lacs monthly sales turnover in 3.5 years.

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## Sales & Business Development Qualifications

- Certified Salesforce Administrator
- Sales and pricing strategy.
- Competitive-market analysis
- Project Management
- New Business Development
- Lead Generation
- Customer relations and services
- Agreement Negotiations
- Pricing and Collection
- Market/ sales support
- Team Handling
- Objection Handling

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## Professional Experience

### ASSOCIATE PORTFOLIO MANAGER

#### SQUARE YARDS

*Real Estate Services for new homes with Full-Service Agents and Zero Brokerage in India.*

**Aug'2019– Feb'2020**

#### Sales Management

- Acquisition of prospects through scouting, cold calling, referrals.
- Ensuring client engagement through regular meetings and visits.
- Sale of focus real estate projects through self sourcing, referrals and associated channels.
- Leading a team of executives & BDMs towards completion of pertinent sales targets

#### Team Handling

- Handling team of 11 individuals.
- Ensuring higher number of client site visits through extensive client calling, organizing events and property fairs at various corporate, government establishments
- Regular management of team through morning huddles, daily feedback calls & ensuring improvement in laggards through individual attention
- Got individual underwriting done to the tune of 50 lacs with Rishita Manhattan project
- Ensuring Team's regular interactions with client.
- Counseling the clients towards property sales
- Ensuring Sales target are being met by the team and supporting the team in achieving the goals. 80% target achievement in January, 2020

## BUSINESS DEVELOPMENT MANAGER

**OYO ROOMS**

**April 2018– Jun'2019**

*Largest hospitality chain in Asia & fastest growing in the world*

### **New Market Development**

- Responsible for initiation and development of Self Operating Business module in Kanpur
- Acquisition of clients through scouting, cold calling, referrals

### **Project Management**

- Responsibilities entail from being the first point contact with prospect to integrating with different verticals within OYO to ensure due diligence on property and developing mutually beneficial monetary deal for company and client

### **Cross Functional Integration**

- Process of deal making entails dealing/negotiating with departments within OYO ensuring-
- Authentic property audits and audit reports dealing with transformation teams.
- Healthy financials through interaction with finance vertical.
- Required changes in agreement vetted by legal team.

### **Buyer-Seller Agreement Negotiation**

- Responsible for negotiation on commercials, financial and legal aspects of deal making from Client and company end ensuring robust agreements

### **Team Handling**

- Responsible for a team of three comprising of transformation auditors for different auditory purposes

### **Post Signing Relationship Management**

- Responsible for objection handling/removing impediments between sign to live duration ensuring smooth working environment for operations team.
- Ensuring elimination of operational/financial issues post property going live

## BUSINESS OWNER

**KALPANA SURFACTANTS INC.**

**Oct'2013-Feb'2018**

*Manufacturer and seller of laundry detergents*

### **Product Conceptualization**

- Studied the product chemistry in-depth, chemically testing competitors' products finally producing the goods that
- Delivered quality and quantity demands of the market
- Provided high margins for channel partners.
- Via tweaks would absorb the routine fluctuations of raw material prices.
- Kept fixed slack for advertising spends.

### **Business growth**

- Built and developed business from startup to generate monthly seven figure sales, establishing 25 strong distributor base spread over 4 business belts.

## **New Market**

## **Development**

## **Sales & Marketing**

## **Presentations**

## **Customer Loyalty & Referrals**

## **Staff Supervision**

- Building credibility and introducing new sales tools and marketing collateral.
- Opened the market ahead of the competition, persuasively overcoming customers' concerns about product viability through combination of techniques that
- included product demonstrations, a strong guarantee, and referral lead generation.
- Created marketing presentations and demo products for multiple annual exhibitions at regional home shows; developed highly effective sales approach that
- emphasizes personal service, consumer education, and relationship building.
- Produced 80% of all new business in 2006 through referrals. Fostered excellent relationships and referrals by building trust and rapport with customers.
- Hired, trained, and supervised estimators and installers, providing guidance in use of tools, on-the-job safety guidelines, customer interactions, and effective presentation of project estimates.

### **RELATIONSHIP MANAGER**

**ICICI Wealth Management**

**Apr'2011-Jun'2013**

*Portfolio management for HNI Clients*

## **Responsibilities**

- ▶ Portfolio management of two hundred mapped HNI clients with a financial relationship in excess of 25 lakh rupees with bank. Responsibilities entailed prompt attendance to a client's service requirements, up selling of various financial products primarily mutual funds, real estate funds, insurance products and acquisition of new high value banking accounts.

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## **Certifications**

### **1. Certified Salesforce Administrator**

## **Academic Credentials**

**2009-2011** PGDM (International Business and Marketing) from IMT Ghaziabad. **Secured 62.26 %**

**2004-2008** B. Tech (Mechanical Engineering) from SRMCEM/U.P.T.U. **Secured 71.07 %**

**2003** 12th from CMS Inter College ISC. **Secured 80.5%**

**2001** 10th from CMS High School. **Secured 77.4%**

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## **Personal Dossier**

**Date Of Birth** : **20 November, 1985**

**Location Preference** : **Hyderabad, Pune, Bangalore**