**Payal Guupte**

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**Account Management |Enterprise Sales| Strategic Relationship| Partner Enablement**

An enthusiastic, result oriented Account Manager – deeply committed to ensuring a successful outcome for every client I work with. Attention to detail, excellent rapport-building skills and the vitality and energy I carry to each client engagement resulted in having long-term relationships with clients, I enjoy this diverse experience.

Strong prospecting, Account management, Sales (SAAS/ IT Solutions/ Product), Closing the deal, Negotiation, Employer branding, Relationship building, Upselling, Cross selling are few arears where my strength lies.

**Tools Used**

|  |  |
| --- | --- |
| Reporting and Dashboard | Google sheets, MS excel |
| CRM | HubSpot, Adapt.io |
| Project Management | Jira, Git, Trello, Kanban |
| Communication Platforms | Slack, Hangouts, Discord |
| Collaborating tools | Jam board, Mondy.com |
| Virtual Meeting Platforms | MS Teams, Zoom, Google Meet, Jio Meet, Air meet |

**Work Experience:**

**Sr Sales and Key Account Manager**

**GoodWorkLabs Services Pvt Ltd**

Dec’2020 till present

***About Goodworklabs:***

*GoodWorkLabs is a new-age software development and design lab that delivers cutting-edge products for customers*

*globally. With offices in Bangalore and Kolkata in India & in San Francisco, USA, our teams work with clients ranging from fortune 500 companies to Startups to envision and create the technology of the future.*

**Synopsis:**

Result Oriented, Technology focused – Account Manager/Sales Professional, with 6+ years of experience, currently stationed at GWL, working as a trusted technology advisor, enabling customers in their digital transformation journey by helping them adopt cutting age technologies. As an account manager I need to advocate for customers and cooperatively work with internal departments to improve the velocity of business and to create solutions that serve the best interests of our customers.

The portfolio of services includes, Enterprise Software, Web/Mobility, AI/ML, Microservices, Cloud Managed Services.

Focused Patch- Fintech, E-Commerce, Gaming, Government sector, Automobile

**Accolades & Achievements**

* Generated $2.75M revenue in 1 year by upselling, cross selling and new logo acquisition.
* Increased customer retention by 37% across my client list.
* Received multiple appreciations by management for exemplary client service delivery.
* Recognized with Spot awards 3 times in a row.
* Endowed with the coveted position of Excellence Club 2021-2022 Winners for outstanding performance.
* Clocked 185% quota achievement for FY21-2022.

**Responsibilities:**

* Responsible for generating revenue from key enterprise accounts and collaborating with multiple stakeholders.
* Closing new logos and expanding existing book of business with $3.5M annual sales goal. (FY 22-23)
* Played key role in closing first 3 M deal for Enterprise software development and managing the account end to end.
* Adopting a consultative approach towards Client Management for Revenue Generation
* Strong client relationships with CXOs, Directors, VPs and Department Heads
* Managing Vendors to ensure strict timeline and quality of service for Client’s requirement
* Collaboration for Sales Planning to formulate Go-to-Market Strategies
* Leading a team of Inside Sales Reps for conversion of Sales Leads to Client Meetings.
* Provide timely and accurate forecast to senior management based on a deep understanding of deals in play but also based on overall business trends (# transactions, $ pipeline, Average Sales Price, Time to close, conversion ratios and historical trends)
* Have managed, Fortune 500, Unicorns and major IT organizations as client.
* Collaborated with cross-functional teams (Legal, Operations, Finance, Project Management) and actively seeking/ sought opportunities to strengthen collaboration between groups.
* Strong communication and interpersonal skills with aptitude in building relationships with professionals of all organizational levels.
* Excellent organizational skills.
* Ability in problem-solving and negotiation.

**Initiatives**

* Built dashboard to track and manage inbound leads.
* Re-worked on sales deck, case studies and sales strategies as per the demand.
* Planning GTM for Inbound Sales Prospects
* Set up processes to qualifying Leads from Internal channels- Website, Lead-generation team, Marketing team.
* Collaborated with digital marketing team to run campaigns on digital platforms about GWL Service offerings/products.

**Manager - Strategic Engagements & Key Accounts**

**Accion Labs – Pune** – (Frequently travelled to Bangalore & Mumbai office)

1st Aug 2019 – September 2020

**Synopsis:**

I was associated as a **Manager** - **Strategic Engagements & Key Accounts** with **Accion Labs** – “A Global Emerging Tech company, with 12+ offices, Head office at Pittsburgh along with 7+ Development centres across the globe. Accion Labs is a global technology services firm with specialized focus on servicing enterprise and technology firms in the emerging technologies such as Web 2.0, SAAS, Cloud, eBusiness, Mobile, social media, open-source and BI/DW. Accion Labs offers a range of engagement models such as - turnkey/T&M/collaborative projects and offshore-leveraged projects/extended team models.”

**Technology Services**

* Cloud Native Application Development
* Legacy-Cloud Modernization
* Cloud Infrastructure, DevOps and RPA
* Data & Analytics
* Cloud-SaaS
* Legacy IT and Others

**Responsibilities:**

**Sales, Account Management & Team Operations**

* Managed assigned clients for Salesforce, Service Now and DevOps services.
* Accountable for managing and owning sales cycles from prospect and demo to close, achieving revenue objectives for upsells/extensions on 12–36 month basis.
* Managed client requests and expectations by collaborating with internal teams - Project Management, Technical Support, Development and Operations.
* Cultivated lasting relationship with the clients seeking ways to increase customer satisfaction.
* Achieved individual revenue target.
* Quarterly meeting with CXOs, VPs, monthly/biweekly catch up calls to track the status.
* Coordinating with Legal and Operation’s team to execute MSA, NDA and SOWs.
* Generating dashboards and reports for the Accounts handled and published it to Top Management.
* Nurtured the account by actively engaging & identifying new areas of working together. (Upsell/Cross sell)
* Managed Customer escalations, Provided required support & timely shared RCA & Preventive actions.
* Ensured client satisfaction by sharing timely updates and reports on the progress.
* Worked with multiple stakeholders and was advocating the solutions to deliver an excellent client experience.

**People Management**

* Coordination with the delivery, recruitment, and HR team.
* Collaborated with legal team for SOWs, renewal, and extension of contracts.
* Mentored 3 people in research and outbound sales team.
* Mentored 2 account executives.
* Motivate and empower team to deliver team goals
* Identify training needs and plan development activities along with HR team.

**Others**

* Excellent communication and presentation skills
* Have coordinated with presales and delivery heads to prepare RFPs, RFIs and Project budgeting.
* Have coordinated with marketing and digital media team to prepare GTM strategies and collaterals.
* Experienced in managing large and midsize accounts/clients.
* Aggressive and a go-getter.
* Passion to learn.
* Keeping up to date with market trends.
* Managed PnL of accounts and team.

**Sr. Business Developer/Strategic Account Manager**

**SA Technologies – Pune**

Jan’2018 – 31st July’ 2019

**Synopsis:** I was associated with SA Technologies’ Sales and Customer Success team, and I was responsible for to hunt new logos as well as farm the assigned portfolio of accounts. Managed the entire sales cycle from prospecting, analysing client needs, presenting solutions and closing the deal while developing and maintaining executive customer relationships.

Provided end-to-end business process transformation services that help businesses effectively and leverage Microsoft and Oracle Services. I helped clients to optimize their business efficiencies by leveraging the power of Microsoft Solutions such as Dynamics 365, F&O, CRM, NAV, BC, SharePoint and .Net.

**Key achievements:**

* Have achieved 152% of my assigned target and was able to generate revenue of 3+ Million.
* Have been awarded 3 times with **Spot award**.
* Have been awarded with **Performer** of the quarter award twice

**Responsibilities:**

* Identified business opportunities by identifying prospects and evaluating their position in the industry, researched and analysed sales options.
* Responsible for New Client Acquisition through in-bound and out-bound Lead Generation and Management.
* Prepared presentations, quotations and RFPs, RFIs.
* Managed a team of 3 resources to acquire and manage new clients.
* Strong client relationships with **C-Level executives** and key influencers by adopting a Consultative Approach.
* Special focus on sales of Software-as-a-Service (SaaS) for the Microsoft and Oracle services.
* Established long lasting relationship to upsell our services.
* Collaborated with the Marketing Team in formulating Sales Plays and Market Strategies around IT solution/services
* Closed the year with the best numbers on YTD (Target accomplished 97%).

**Sales Executive / Talent acquisition**

Collabera Technologies - Vadodara

March- 2016 to December 2017

**Synopsis:**

I was aligned with Business Development Group (BDG) and have worked for niche and challenging requirements which involves building relationship and coordinating with client POCs. In BDG I was responsible for bringing in new business and acquire clients and make sure to deliver our best.

**Key achievements:**

* Have been awarded with an **emerging star** in Inside Sales Division.
* Have been awarded with **Spark** – top performer of the quarter.
* Have been awarded with **Rising Star** 3 times in a row.
* Have been awarded with **Spot award** for overachieving the targets twice in a row.

**Education:**

* Bachelor of Engineering (B.E.) in Electronics (E&C) (2005-2009) from Rishiraj Institute of Technology (RGTU), Indore (M.P.) with first class (82.5%) in final year. **(Aggregate: 73%, was ranked 3rd in the Institute)**

**Certifications and Project:**

* Digital Body language – LinkedIn – July 2020
* C++ - NIIT Institute – 2008
* Java SE Programmer – 2008 -2009

**Personal Information:**

**Languages:**

Proficient with English, Hindi and Marathi.

Can read and understand Gujrati.

Beginner at French - Level I