

NEETU SINGH HADA

Innovative Technical Sales Architect Bridging Technology and Business Solutions for Optimal Client Success

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📍 Noida, Uttar Pradesh, India



SUMMARY

A seasoned professional with over 9 years of extensive experience in client handling across international and domestic markets, I have consistently demonstrated expertise in managing diverse client portfolios, cultivating long-lasting relationships, and driving significant business growth. My career journey has spanned across the IT and digital marketing sectors, where I have acquired a deep understanding of evolving client needs and market dynamics. I excel at aligning business objectives with customer expectations, delivering tailored solutions, and ensuring exceptional client satisfaction. Through strategic thinking and a proactive approach, I have successfully navigated complex client landscapes, optimizing service delivery and fostering client loyalty. My background in digital marketing has sharpened my ability to assess market trends, develop innovative strategies, and enhance brand visibility, while my IT experience has enabled me to understand technical requirements and provide seamless, scalable solutions. Known for my strong communication skills and a client-first mindset, I thrive in fast-paced environments where I can collaborate with cross-functional teams to drive results and exceed client expectations.

I am passionate about leveraging my diverse skill set to contribute to organizational success and look forward to new opportunities where I can continue to grow professionally and make a meaningful impact.

SKILLS

Business Development, Training Programs, Web Development, Digital Marketing, Mobile Application Development, Marketing Strategy, Customer Acquisition, Client Services, Business Development, New Business Development, New Hire Training, International Sales, Communication, Presentation Skills, Management, Leisure Travel, Sales

EXPERIENCE

Business Development Manager

AppSquadz

📅 12/2024 - Present 📍 Noida

- **Crafting Winning Commercial Documents:** Develop compelling proposals, precise quotations, and legally sound contracts tailored to client requirements, showcasing business value and fostering trust.
- **Scope of Work (SOW) Design:** Architect clear and comprehensive SOWs that outline project objectives, deliverables, timelines, and financial terms, ensuring alignment between stakeholders.
- **Freelance Platform Expertise:** Strategically leverage platforms like Upwork to identify high-value opportunities, connect with prospective clients, and secure projects through effective bidding and communication.
- **Client and Internal Collaboration:** Orchestrate seamless client and team meetings, translating insights into actionable strategies that enhance service delivery and customer satisfaction.
- **Sales Process Excellence:** Drive the end-to-end sales lifecycle, from lead generation and nurturing to deal closure, ensuring a streamlined process that meets and exceeds revenue goals.

Technical Sales Specialist

Fluper

📅 10/2023 - 08/2024 📍 Noida, India

- Spearheaded comprehensive lead management initiatives, ensuring seamless engagement and timely follow-up with international prospects across the Middle East, US, UK, and South Africa through strategic email campaigns and calls, boosting conversion rates.
- Drove client communication efforts by executing tailored follow-up strategies, including personalized emails and calls, fostering lasting relationships with potential clients and ensuring ongoing engagement throughout the sales process.
- Conducted in-depth requirement gathering sessions with clients to meticulously understand their IT project needs, ensuring precise translation of business objectives into actionable deliverables for seamless execution.
- Authored and delivered detailed documentation, including comprehensive scopes of work, project timelines, and deliverables, providing clients with a clear, value-driven IT solution roadmap that enhanced client trust and project alignment.
- Exceeded sales targets by expertly navigating client relationships, converting leads into profitable business opportunities through the demonstration of the company's IT solutions' impact and value proposition.
- Successfully negotiated terms and executed deal closures by identifying and aligning with client needs, ensuring mutual benefit and long-term business growth.
- Collaborated cross-functionally with technical, project management, and finance teams to ensure flawless project execution and delivery, maintaining alignment between client expectations and company deliverables for optimum satisfaction.

Assistant Manager

WebMobril Technologies

📅 06/2022 - 08/2023 📍 Noida, India

- Spearheaded the development and execution of innovative business growth strategies tailored to boost financial performance and expand market presence in targeted regions, including the US, UK, and Europe.
- Proactively scheduled and managed high-potential client appointments, nurturing relationships with qualified leads across international markets to drive interest and engagement in company offerings.
- Ensured seamless lead management by maintaining a meticulously organized database, consistently updating contact information, lead status, and critical notes for strategic follow-ups.
- Fostered meaningful connections with prospective clients on LinkedIn, employing personalized messaging and targeted outreach to strengthen the company's digital presence and broaden its client network.
- Cultivated enduring relationships with potential clients through persistent and thoughtful communication, transforming prospects into loyal clients through trust-building and strategic engagement.
- Delivered key business resources, including company profiles, portfolios, Contracts, and NDAs, to streamline client onboarding and foster transparency in the decision-making process.
- Diligently converted high-quality leads into long-term business opportunities, leveraging strong client relationships and showcasing the company's IT solutions to meet evolving client needs and business goals.

EXPERIENCE

Business Development Manager

Success Infotech

01/2019 - 01/2022 Ahmedabad, Gujarat, India

- Spearheaded lead management by efficiently handling and nurturing leads across multiple regions (India, US, UK, Europe), ensuring timely engagement through email and calls, significantly enhancing client acquisition and retention.
- Facilitated seamless client communication by delivering prompt follow-up emails and calls, maintaining continuous engagement with prospective clients, and fostering strong professional relationships.
- Conducted in-depth requirement gathering sessions with clients to extract precise details for their IT projects, ensuring clear understanding of objectives, challenges, and expectations.
- Crafted comprehensive documentation, including detailed scopes of work that outlined IT solutions, project timelines, and deliverables, contributing to transparent client communications and streamlined project execution.
- Drove sales conversion efforts, leveraging strong client relationships and demonstrating the value proposition of IT solutions, resulting in the successful closure of high-value deals and consistent achievement of sales targets.
- Led negotiations and deal closures, ensuring terms favorable to both the client and the company, while consistently surpassing sales goals and contributing to overall business growth.
- Collaborated closely with cross-functional teams, including technical, project management, and finance, to ensure smooth project execution, timely delivery, and client satisfaction throughout the project lifecycle.

Business Development Manager

Yatharth Marketing Solutions - Sales Training Programs India

02/2017 - 11/2018 Ahmedabad, Gujarat, India

- Foster strong client relationships through in-person corporate meetings, gaining a deep understanding of business needs and challenges offering tailored solutions.
- Deliver dynamic presentations and product demonstrations, showcasing sales training modules and digital marketing services to captivate and engage clients.
- Efficiently manage and nurture company-provided leads, ensuring consistent follow-up and active engagement to maximize potential conversions.
- Assess and qualify leads based on their business potential, employing a strategic approach to prioritize and focus on high-value prospects.
- Drive revenue growth by selling customized sales training modules and marketing strategies, consistently meeting or exceeding sales targets.
- Collaborate with clients to develop bespoke proposals and solutions, ensuring alignment with their unique business goals and requirements for optimal outcomes.

Tour Consultant (Sales)

Cox & Kings

02/2009 - 10/2010 Jaipur, Rajasthan, India

- Spearheaded client consultations to assess individual travel needs, preferences, and budget constraints, ensuring personalized travel experiences.
- Efficiently crafted and managed travel itineraries through advanced online portals such as GTA and DOTW, delivering seamless travel solutions.
- Led the end-to-end itinerary planning process, tailoring customized travel packages that aligned with client preferences and unique requirements.
- Managed comprehensive booking and reservation processes, including flights, hotels, car rentals, and excursions, ensuring smooth travel arrangements.
- Assisted clients in acquiring necessary travel documentation, including passports, visas, and travel insurance, while maintaining compliance with regulatory requirements.
- Ensured the accuracy and timely delivery of all travel-related documents, enhancing customer satisfaction and minimizing travel disruptions.
- Delivered exceptional customer service by providing 24/7 support before, during, and after trips, ensuring an outstanding client experience and fostering long-term relationships.

EDUCATION

Bachelor of Arts - BA

Jai Narain Vyas University

08/2004 - 05/2007 Jodhpur, Rajasthan, India

Master of Tourism Administration

Jai Narain Vyas University

08/2007 - 05/2009 Jodhpur, Rajasthan, India

LANGUAGES

Englishh
Proficient

Hindi
Native