

Hareesh Boddu

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Personal profile:

Motivated and top-performing sales professional with the entrepreneurial vision and leadership skills to drive expansion. Meets goals through strategic business planning and innovative sales initiatives. With over six years of experience in sales, including sales management, team management and business development activities, I strongly believe that I will be an asset to your organization.

Education :

Masters in International Business from University of Dundee in U.K

Masters in Economics from Annamalai University

Bachelors in Agriculture (honours) from Annamalai University

Work Experience : 6 years

Currently working as Sr.Executive in Inside Sales (B to C) @ Infinity Learn in Bengaluru .

Roles and Responsibilities:

- **Lead Conversion:** I am responsible for converting leads into sales. I work on identifying potential customers, understanding their needs, and presenting proper product knowledge.
- **Client Follow-up:** Following up with clients is a critical aspect of my role. I keep in touch with existing customers to ensure their ongoing satisfaction, address any concerns, upsell or cross-sell products or services, and identify opportunities for further growth.
- **Connecting the customer with CRM:** Post closure of the sale, i need to Introduce the client to the CRM and share the case with the CRM in detail.
- **Revenue Generation:** contribute to the company's revenue growth by successfully closing deals, upselling or cross-selling to existing clients, and exploring new business opportunities. I need to focus on maximizing sales and increasing the organization's profitability.
- **Lead Generation:** When it is needed, i proactively generate leads by identifying potential prospects through various channels, such as market research, networking events, referrals, or digital marketing strategies. My aim to generate a pipeline of qualified leads that can be converted into customers.
- **Target Achievement:** I am responsible for achieving specific sales targets set by the company. I will develop strategies, implement sales plans, and take necessary actions to meet or exceed the assigned goals.
- **Cold Calling:** I am often engage in cold calling activities to start the sale process with clients. I will reach out to potential customers who may have shown interest or fit the target profile to introduce products or services and initiate sales conversations.

Business Development Officer (inside and outside Sales B to B and B to C) for E.G District (4 YEARS)

Company name : Aries Agro Limited in India

Aries Agro Ltd. is in the business of manufacturing of micronutrients and Marketing of latest Farm Equipment in Agriculture

Responsibilities as Agriculture Marketing and Development Officer in E.G District.

- 1) Business Generation, Business Scoping of Geographical market for Farming and Rural community ,Sourcing Proposals from Individual Farmers / Co-operative Societies / Rural Mandis & Markets / Kissan Clubs / Farmer Producer Organizations etc. Conducting Marketing Activities for Generating New Business
- 2) As an Agricultural Extension Officer I worked like a Facilitator and Communicator in Farming & Rural Community to make Win-Win situation where both Parties Benefit from the Outcome.
- 3) I am responsible for achieving specific sales targets set by the company. I need to develop strategies, implement sales plans, and take necessary actions to meet or exceed the assigned goals.
- 4) **Cold Calling:** I am often engage in cold calling activities to start the soil testing process with farmers. we reach out to potential farmers who may have shown interest or fit the target profile to introduce our products or services and initiate sales conversations to explain about soil testing, Integrated nutrient management and latest equipment in farming
- 5) **Product Presentation:** i will have to visit the customer in person and have to present the product and explain the cons.
- 6) **Negotiation & Convincing:** i will have to negotiate with the client and convince the customer to buy our product at a price that is beneficial for both client and the organization.

Key Skills;

- Excellent Communication Skills (Both Verbal and Written).
 - Proficiency in Microsoft Excel, CRM systems, and project management tools.
 - Leadership skills.
 - Problem-solving and decision-making skills.
 - Ability to perform multitasking.
 - Working efficiently under pressure.
 - Strong analytical skills.
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- **Commercial awareness :** Deep understanding of the Formalize new Partnerships with a Range of Stakeholders including Co-operative Societies, Rural Mandis & Markets, Kissan clubs, Farmer Producer Organization(FPO), Agriculture & Rural community allied Institutions, NGOs, Issuers, Investors, Government Agriculture Department etc. Aimed at Educating the Farmers on Generating new Business work on Productivity Benchmarks.

- **Domain Knowledge in Agriculture Finance :**

I did Project work on Primary Agricultural **Cooperative Banks** in cuddalore district of Tamil Nadu state on How they Provide Credit for Developmental Purposes like Drip Irrigation and for Diversified Agri Businesses like Poultry, Dairying and Sericulture on Schematic basis.

I did Project work while doing my M.A in Economics on Tamil Nadu Cooperative State Agriculture & Rural Development Bank. How TNCSARDB issues long Term and Medium Term loans towards Agricultural and Allied Activities like Construction of Godowns, Cattle Shed, Farm house, Purchase of lands etc., and for Minor Irrigation Purposes like Construction of New wells, deepening of existing Wells etc., In addition, long term loans for Animal Husbandry, Inland Fisheries, Plantation, Farm Mechanization, non-Farm sector and other non-Minor Irrigation Schemes.

- **Team Working Skills :**

I am the Team Leader for 12 Field Executives for entire East Godavari District where I am also Responsible to identify and engage in All External Events like Agri Expo, Agriculture Exhibitions of Govt Of A.P,Dept of Agriculture Conferences, Policy Forums and Farmer Meetings for Demonstrating new Products and New Technology to Farmers and to harness our Business Targets

- **Communication :** Efficient Communication and Interpersonal skills, I can Provide Internal Training to my Team members as well as Farmers on the Agriculture Finance and I can provide regular Updates and Training to the Farmers and how they can Harness their Agriculture Productivity and capable to Procure New Business Sources in Rural Areas.

Interests and Activities :

- I am a good Dancer, Singer, Actor and I am always interested in Participating Social Welfare Activities and Rural Development.
- Participated in many Social Service Programmes, worked with many NGOs and National Service Scheme of Govt of India
- Public Speech also one of my Interests. I got many Prizes in Debate and Elocution Competitions at University level.

Thanks for your Time and Consideration. I know I can bring Value to your Organization and would love the chance to discuss how my Experience and Skills can Contribute to the Growth and Success of your organisation as a Manager. Thank you for taking the time to review my Application.

Yours Sincerely

Hareesh Boddu