

ARAVIND KUMAR S

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Professional summary

Dynamic and results-driven Business sales and development with 7+ years of experience in managing and executing sales strategies, driving revenue growth, and optimizing sales operations. Expertise in building and maintaining strong client relationships, improving collections processes, and leveraging advertising strategies to maximize business opportunities. Adept at identifying market trends, negotiating high-value deals, and delivering tailored solutions that meet client needs while achieving company objectives.

Skills

- **Core Expertise :**
- Sales Operations Management
- Client Relationship Management (CRM)
- Sales Strategy & Negotiation
- Collections & Debt Recovery
- Market Research & Competitive Analysis
- Advertising & Promotions Strategy
- Lead Generation & Pipeline Management
- Contract Negotiation & Closing
- Cross-functional Collaboration
- Data Analysis & Reporting
- Customer Satisfaction & Retention
- **Technical Skills:**
- **SAP Modules Expertise:** SAP S/4HANA (Finance), SAP FICO, SAP BW, SAP BusinessObjects, SAP Ariba, SAP MM
- **CRM Software:** Salesforce, HubSpot, Zoho CRM
- **Data Analysis:** Microsoft Excel, Google Analytics
- **Project Management:** Microsoft Project
- **Advertising Platforms:** Google Ads, Facebook Ads Manager, LinkedIn Ads
- Microsoft Office Suite (Word, PowerPoint, Excel)
- **Cross-Functional Collaboration:** Project management, stakeholder communication, business requirements gathering

Education

SSLC, 01/2009 - 01/2010

St. Andrew's hr sec school - Arakkonam

Diploma: Electronics and Communication Engineering, 01/2010 - 01/2013

Board of Technical Education - Kancheepuram

Bachelor of Engineering & Technology: Electronics and communication engineering, 01/2013 - 01/2016

Anna University - Kancheepuram

Work history

B2B Sales Consultant, 10/2022 - 09/2024

Tata communications transformation services limited - Chennai , India

- Spearheaded the development and execution of sales strategies for key accounts, increasing overall revenue.
- Managed end-to-end sales processes, from lead generation and qualification to contract negotiation and post-sale follow-up.
- Oversaw collections efforts, reducing outstanding receivables by 17% through strategic follow-ups and relationship management.
- Strengthened client relationships, resulting in a 30% increase in client retention through regular communication and personalized solutions.
- Collaborated with the marketing team to design targeted advertisement campaigns, enhancing brand visibility and generating and increase in inbound inquiries.
- Developed detailed sales forecasts and reports to track performance and identify new business opportunities.
- **Projects :**
- 1 End to End Buissness Relationship
- 2 Suport Projects
- **Achievements:**
- Improved reporting accuracy by integrating SAP with Adds and advertisement to increasing financial transparency and simplifying compliance with international tax regulations.
- Led a team of 5 SAP Sales consultants to successfully deploy a new strategy to streamlining accounting workflows and portfolio tracking.

Sales and Customer Service Representative, 12/2021 - 01/2022

PreludeSys Technologies Ltd - Chennai, India

- Conduct in-depth consultations with clients to understand their needs and offer tailored solutions, resulting in increase in customer satisfaction and growth in revenue.
- Negotiate pricing and contracts, closing deals worth up to in value.
- Collaborate with marketing and product teams to identify sales opportunities and enhance product offerings.
- Consistently achieve and exceed sales targets.
- Developed and executed sales strategies, contributing to a revenue growth in regional market share.
- Coordinated with logistics and operations teams to ensure timely delivery of products, maintaining a high level of customer satisfaction.

SAP Procurement Specialist, 04/2020 - 09/2021

Sutherland Global Technologies - Chennai, India

- Coordinating with internal stakeholders to identify and develop supplier relationships
- Negotiating contracts and developing long- term supplier relationships
- Managing the procurement process and ensuring that processes are followed
- Utilizing data analytics to identify opportunities for cost savings and process improvements
- Developing and executing strategies for ensuring supplier compliance with contractual agreements
- Identifying and mitigating risk within the procurement process
- Streamlining the procure- to- pay cycle by implementing innovative solutions
- Utilizing procurement systems to ensure accuracy and efficiency of processes

Sales Operations Associate, 01/2018 - 02/2020

CONSIM INFO PVT LTD - Chennai, India

- Streamlined sales operations for the matrimony services team, implementing efficient workflows and improving lead conversion rates.
- Collaborated with the sales and marketing teams to ensure seamless execution of campaigns, increasing customer acquisition.
- Managed the customer database and CRM, tracking leads, sales performance, and engagement to improve sales forecasting and reporting accuracy.
- Developed and maintained detailed reports on lead generation, conversion rates, and sales pipeline performance, presenting insights to senior management.
- Assisted in onboarding and training new sales representatives, providing guidance on best practices and tools to enhance productivity.
- Coordinated with the customer service team to ensure high levels of satisfaction and address client issues related to the matrimony services.

Certifications

Training Course : SAP HANA - Global Institute of Networking & Technology - 3 months duration course.

Awards and Rewards

- **Best Client Relationship Consultant :**
- Awarded for building and maintaining long-term relationships with high-value clients, resulting in increase client retention.
- **Employee of the Month :**
- Recognized for outstanding contribution to sales operations, client satisfaction, and exceptional performance in achieving sales goals.

Languages

English:

Fluent

Tamil:

Native

Telugu:

Fluent

Additional Information

I am looking forward for my career. I will do my best to develop my career and company growth.

Signature: Aravind Kumar. S