Sneha Kulkarni

Business Development Executive

sneha.kulkarni@example.com +91 90XXX XXX63 Pune, Maharashtra
linkedin.com/in/sneha-kulkarni-example

PERSONAL STATEMENT

Business development executive with 3 years of B2B experience selling payroll software and corporate training to SMEs across Maharashtra and Karnataka. Skilled in outbound prospecting, LinkedIn Sales Navigator, discovery calls and product demos, with 118% quota attainment in the last financial year.

WORK EXPERIENCE

Business Development Executive · Payvista Technologies Pvt Ltd, Pune — Aug 2024 – Present

- Closed 46 new SME accounts worth ₹62 lakh in annual recurring revenue, reaching 118% of the FY 2025-26 quota of ₹52 lakh.
- Generate 30–35 qualified demos a month through cold calls, email sequences and LinkedIn Sales Navigator outreach.
- Reduced the average sales cycle from 41 to 29 days by sending tailored ROI sheets after discovery calls.
- Maintain a clean HubSpot pipeline of about ₹1.1 crore, with weekly forecast accuracy within 10% of actual bookings.

Business Development Associate · Kalpavruksha Learning Services, Pune — Jun 2023 – Jul 2024

- Achieved 108% of the annual target of ₹40 lakh by selling soft-skills and compliance training to 22 corporate clients.
- Built a prospect list of 600 HR and L&D decision makers in manufacturing clusters around Chakan and Hinjewadi.
- Coordinated proposals and pricing with trainers, cutting proposal turnaround from 5 days to 2 days.

EDUCATION

MBA in Marketing · Deccan Institute of Management Studies, Pune — 2021 – 2023
Grade: 7.6 CGPA

B.Com in Commerce · Savitribai Phule Pune University (affiliated college), Pune — 2018 – 2021
Grade: 71%

SKILLS

B2B lead generation · Cold calling · LinkedIn Sales Navigator · Product demos · HubSpot CRM · Proposal writing · Pipeline forecasting · MS Excel

CORE SKILLS

- Consultative selling
- Negotiation
- Discovery questioning
- Follow-up discipline
- Stakeholder management

CERTIFICATIONS

HubSpot Inbound Sales Certification · HubSpot Academy — Nov 2024

LANGUAGES

English · Fluent · Marathi · Native · Hindi · Fluent

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