Ayesha Khan

Inside Sales Executive

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PERSONAL STATEMENT

Inside sales executive with 2 years of experience converting inbound and outbound leads for an online upskilling platform through phone and video counselling. Closed ₹1.12 crore in course enrolments in FY 2025-26, 124% of target, with a lead-to-sale conversion rate of 14.5% against a team average of 9%.

WORK EXPERIENCE

Inside Sales Executive · Learnwise EdTech Pvt Ltd, Bengaluru — Jan 2025 – Present

- Closed ₹1.12 crore in enrolments for data analytics and cloud courses in FY 2025-26, achieving 124% of a ₹90 lakh annual target.
- Convert 14.5% of qualified leads into paid enrolments against a team average of 9%, through structured needs-discovery and video counselling.
- Handle 80–100 calls a day and maintain complete notes, stages and follow-up tasks in LeadSquared, with 98% data accuracy in audits.
- Ranked in the top 3 of a 22-member inside sales team in 7 of 12 months and mentored 4 new joiners during their first month.

Inside Sales Trainee · Brightdesk Retail Technologies, Bengaluru — Jun 2024 – Dec 2024

- Called small retailers who had signed up for a free billing app trial and converted 64 of them to paid annual plans.
- Achieved 110% of the monthly paid-conversion target in 5 of 7 months.
- Shared common customer objections with the product team, leading to a simpler onboarding video for GST invoicing.

EDUCATION

BBA in Marketing · Cauvery College of Commerce and Management, Bengaluru — 2021 – 2024
Grade: 7.2 CGPA

SKILLS

Inbound lead conversion · Outbound calling · Video counselling · LeadSquared CRM · Objection handling · Follow-up cadences · Upselling · Google Sheets

CORE SKILLS

- Active listening
- Persuasive communication
- Time management
- Target orientation
- Resilience

LANGUAGES

English · Fluent · Urdu · Native · Hindi · Fluent · Kannada · Conversational

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