

Periyaraj Ravichandran

Business Development Manager

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SUMMARY

Results-driven professional with solid background creating and executing integrated marketing and sales programs. Exceptional communicator with consultative sales style, strong negotiation skills, exceptional problem-solving abilities, and keen client needs assessment aptitude.

EXPERIENCE

Business Development Manager

BYJU'S

📅 2022 - Present 📍 Coimbatore

- **Generated 2 crores in 1 year.** Worked with senior sales team on development of comprehensive business development strategy.
- Experience in training and mentoring a team and Motivate team members, the training team and provide coaching
- Drive swiping device sales in the assigned area and Resolving merchant queries
- Capable of hiring and building team and Set clear team goals.
- Collaborated with company departments to develop new strategies to capitalize on emerging customer and market trends
- Monitor team performance and report on metrics
- Recognize high performance and reward accomplishments Encourage creativity and risk-taking

Business Development Associate

BYJU'S

📅 2020 - 2022 📍 Coimbatore

- Responsible to convert trial prospects to paid customers through active customer engagement and pipeline building
- Respond to inbound leads, encouraging them towards trial classes.
- Qualify and prospect outbound leads generated by the lead generation team
- Product demo, closing the deal remains the primary focus
- The number of trial prospects converted to paid customers to increase percentage in company revenue.
- Enhance sales pitches and strategies, contributing to the overall sales performance.

Relationship Manager

Computer Access private limit

📅 2018 - 2020 📍 Chennai

- Experience in concepts of distribution, expansion, metrics
- Maintain a database of potential customers and follow up with them through calls, emails.
- Efficiently used CRM software for effective customer engagement and tracking sales leads

BUSINESS SKILLS

Sales **Strategy**

New Marketing Techniques

Contract Negotiations

Direct and inside sales

Qualifying leads

ACHIEVEMENTS



AWARD

Awarded Best BDE consistently



RANKING

PAN India sales ranking for managers 5 times in 1 years.
Consistently achieve monthly sales targets as set by the company.



Leadership

Handled a Team of 12 business development associates and 2 Assistant managers.

EDUCATION

Bachelor of Information Technology Parisutham Institute Of Technology And Science, Thanjavur

Anna University

📅 2013 - 2017