CONTACT

meera.kapoor@example.com
+91 90000 12305
Gurugram, India
LinkedIn

SKILLS

Lead generation
Cold calling
HubSpot CRM
LinkedIn Sales Navigator
Discovery calls
Proposal writing
Negotiation
Pipeline management
Account mapping
MS Excel
Presentation

CERTIFICATIONS

HubSpot Inbound Sales, HubSpot Academy — Mar 2022

LANGUAGES

English — Fluent
Hindi — Native

Meera Kapoor

Business Development Executive

PROFILE

Business development executive with 5 years in B2B software and services sales. Skilled in outbound prospecting, discovery calls, proposals and CRM hygiene. Built a pipeline of Rs 2.4 crore in the last year and closed 41 new accounts. Looking for a business development role with ownership of a mid-market territory.

EXPERIENCE

Business Development Executive, Kestrel Cloud Solutions Pvt Ltd — Jan 2022 – Present
Gurugram, India

- Generate leads through cold calls, email sequences and LinkedIn outreach, with 60 new conversations booked each month.
- Run discovery calls and product demos for HR and finance leaders in companies of 200 to 2,000 employees.
- Closed 41 new accounts in the last 12 months and built a qualified pipeline of Rs 2.4 crore.
- Raised demo to proposal conversion from 22% to 31% by sending a short case study before each demo.
- Update HubSpot daily and share a weekly forecast with the sales head.
- Prepare tailored proposals and pricing sheets for 25 prospects a year, winning 28% of those sent.
- Work with marketing on monthly webinars that bring in 30 to 40 registered leads per event.
- Train 3 new executives on discovery questions, objection handling and CRM updates.
- Visit key clients in the region every quarter to renew contracts and find upsell chances.

Inside Sales Executive, Northwind Digital Services — Jul 2020 – Dec 2021
Noida, India

- Handled 80 outbound calls a day and qualified leads for the field sales team using a simple scoring sheet.
- Reached 112% of quarterly target in 3 of 4 quarters and won the Rising Performer award.
- Re-engaged 150 dormant leads through a 4 step email and call sequence, producing 18 meetings.
- Researched target accounts before each call using company websites and LinkedIn to make the first message relevant.

Marketing Intern, Sahyadri Consumer Products — May 2019 – Jul 2019
Pune, India

- Generated 120 retailer leads during a field campaign and shared a findings report with the regional manager.
- Built a competitor price comparison sheet that the sales team used for 2 months.

EDUCATION

MBA, Marketing, Symbiosis Institute of Business Management — 2018 – 2020
Pune, India | 7.6 CGPA

B.Com, Delhi University — 2015 – 2018
Delhi, India | 74%

AWARDS

Rising Performer of the Year, Northwind Digital Services — Apr 2021
Awarded for reaching 112% of target in three quarters.