



CONTACT

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EDUCATION

PGDM (Sales and Marketing)

Balaji Institute of Modern
Management, Pune
(Sri Balaji University)

82% - 2015

BCOM Honors

Govt. College of Commerce and
Business Administration
(Punjab University)

74% - 2013

Higher Secondary School (H.S.C)

Sacred Heart Convent School (CBSE)
Commerce

90.8% - 2010

Senior Secondary School (S.S.C)

Sacred Heart Convent School (CBSE)

89% - 2008

PERSONAL DETAILS

Date of Birth: 31st August 1992

Marital Status: Single

City: Delhi NCR

Languages Known: English, Hindi,
Punjabi

TECHNICAL SKILLS

LinkedIn Sales Navigator

MS Office – Word, Excel, PowerPoint,
and Outlook

Zoom Info and Discover Org

Opensense

PAYAL ARORA

OBJECTIVE

Seeking a position in the field of Sales and Business Development that is innovative and challenging, utilizing my education and experience of 8 years to facilitate valuable contributions to the organization while also enabling personal growth.

EXECUTIVE SUMMARY

MBA with specialization in Marketing and Sales. Currently working with HCL Tech as an Inside Sales Manager and managing a team of five employees. Previously worked with organizations such as Dell International, Naukrigulf.com and Koenig Solutions as a Sales Professional. Exceptional Communicator with a consultative sales style, quick problem-solving abilities and a keen client needs assessment aptitude. Experience in managing key accounts and generating new leads.

PROFESSIONAL EXPERIENCE

Company: HCL Tech (May 2021 to Present)

Profile: Associate Manager - Inside Sales/Demand Acquisition Team (Telecom, Media, and Entertainment)

Roles and Responsibilities:

- Collaborating with Sales and Business Marketing Team to drive focused demand generation initiatives.
- Cracking CXO/VP level appointments in the key targeted accounts through calling, mailing or LinkedIn to primarily identify their interest areas and plan a relevant touch point with sales team.
- Recruiting customer stakeholders from Net new accounts for various Panels/ events and Roundtables.
- Market research activities including data (contact) mining, creating profile documentation, and analyzing current trends, changes for the targeted accounts
- Lead nurturing and following up with prospects regularly and managing communications between key clients and HCL assigned account team
- Responsible for Generating RFP's out of the Qualified Pipeline
- Manage my team in their day-to-day operations and help them achieve their targets.

Company: Koenig Solutions (May 2019 to April 2021)

Profile: Assistant Manager-Inside Sales

Roles and Responsibilities:

- Customer Acquisition and Achieving Revenue Growth Targets as set by the management
- Ability to prepare and deliver sales proposals and sales presentations to executive level clientele.
- Identify the potential corporates from Africa, Gulf and other advanced countries and develop those accounts by offering the best possible training solutions and managing relationships with the existing clientele.
- Build and promote strong, long-lasting customer relationships by understanding the client's needs and staying connected via Skype/Emails/LinkedIn.

REFERENCES

References will be provided upon request.

Company: Naukrigulf.com (March 2018 to April 2019)

Profile: Team Leader – International Sales

Roles and Responsibilities:

- Develop relationships through phone, email, social media and professional networking with customers in the Gulf region.
- ? Propose online recruitment solutions of Naukrigulf, perform effective online demos to prospects, negotiate and close the order.
- ? Coordinate with different departments and act as the customer's point of contact to ensure all queries, problems and to ensure all issues are dealt with appropriately.
- ? Prospect revenue opportunities for my accounts and to build a pipeline to chase Quarterly targets.
- ? Build a strong client relationship and grow accounts to their maximum potential.

Company: Dell International Services (June 2015 to November 2017)

Profile: Inside Sales

Roles and Responsibilities:

- As a driving force behind generating new leads and prospects, approaching them, pitching salesforce CRM to them and fixing meetings.
- Recognize the needs of the clients or prospects and provide detailed information to them about the technical specifications of the software being offered.
- Setup meetings with an identified agenda and scope between the clients and our practice heads and being the custodian of all leads till a final closure.
- Understanding the client's requirements and documenting it through flow charts and process models
- ? Preparing test scenarios for the end users.
- ? Draft and maintain business requirements and to align it with functional and technical requirements.

SUMMER INTERNSHIP

Company: LG Electronics

2 months (4th May -4th July 2015)

Profile: Market Research on LG stores and small shops in rural areas.

ACHIEVEMENTS

- Opportunity to travel to Dubai to attend Microsoft event and have In-Person meetings with important clients.
- Successfully completed Admin 201 salesforce certification.
- Secured 4th position in PGDM (Marketing) during my MBA.
- Completed Knowledge Management Training Program at 'Deloitte'.
- Corporate Relations Coordinator of Balaji Institute of Modern Management.
- NSS Volunteer and NCC cadet in school.