



Tanusree Ghosh

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Career Objective

Secure a responsible career opportunity in the area of B2B Sales Operations to fully utilize my knowledge and skills, while making a significant contribution to the success of the company.

Profile Summary

Dedicated, customer-focused and competent B2B Sales Operations Executive. Self-motivated and excellent team player recognized for dependability and detail-oriented work. Excellent interpersonal skills that promote positive relationships with stakeholders at all levels. Ability to solve problems in creative ways while maintaining a clear perspective of goals. Possess excellent co-ordination and leadership skills. Ability to prioritize and manage multiple tasks simultaneously. Positive attitude, flexible, friendly and adapts easily to change. I'm a believer in giving the sales team everything they need so they can focus more on selling and less on administrative work. Whether its tools, data, support, or training, my goal is to set them up for success.

Key Skills

- Well-developed and excellent relationship building and influencing skills at all levels including conflict resolution skills.
- B2B client relationship management , collect & analyse data.
- Strong organizational skills and demonstrated ability to multi-task effectively within a high-pressure environment while meeting strict deadlines.
- Excellent written and verbal communication skills, great interpersonal skills.
- Strong leadership skills and organization navigation skills; ability to lead a cross-function team and deliver major projects within deadline.
- Ability to set goals, meet deadlines, and successfully manage multiple assignments concurrently.
- Provide excellent customer service to sales managers.
- Ability to work and solve problems independently.
- Experienced in communication with senior management.
- Strong Influencing skills and negotiating skills.
- Strong MS-Excel skills including reporting and presentation skills to support business requirements.
- Ability to work in a fast-paced, continually evolving environment.

Work Experience

◆ **Organization:** Kips Learning Pvt. Ltd.

Designation: Sales Operations Executive | **Duration:** February '2020 to Till Date

Responsibilities:

- Creation of leads in Salesforce based on customer activity on the website.
- Merge duplicate customers in Salesforce for efficient tracking. Updating and de duplicating competitor information after merging of accounts.
- Maintain customer pipeline based on feedback from Sales Team & taken action on non-workable Schools.

- Prepare Salesforce reports that includes:
 - Accounts and Contacts Report- Account Name, Unique ID, Billing City, District Name, Contact Person Name, Designation, Email ID, Contact Number
 - Adoption Report (Account Name, Unique ID, Product Name, Adoption Year)
 - Dispatched Report (Sales Order Owner Name, Sales Quantity, Amount)
 - In Hand Sample Report(Quantity Dispatched, Quantity Tagged and Quantity Left)
 - Weekly OTD Status Report (To check if the managers are sending their reports to their Reporting manager for Approval)
 - Data Correction Report (To check information updated in Accounts, Contacts as well as Competitor details in Salesforce)
- Handing over of leads generated from e-commerce site to the respective area Sales Manager.
- Update customer information in Salesforce based on inputs received during customer interaction.
- Track action taken on the e-Sampling request for the Sales Team to maintain customer relationship.
- Categorise between e-sample / physical sample and co-ordinate with Sales Team & Warehouse for delivery of physical samples. Sending Excel Sheet of the E-Sample Request to the respective area salesperson.
- Call customers on their Birthday/Anniversary, update the data during calling & prepare labels for gift dispatch.
- Check the OTD (Output of the day) of the Sales Managers and prepare their salary sheet.
- Coordinate with the sales managers regarding their concerns like: report e-Sampling requests, helping creating in OTD in Salesforce, inability to punch sales orders in Salesforce.
- Coordinate and track status of AWP, EOD report and approval of the same. Validating OTDs and requesting for clarification.
- Unlock AWP(Advanced Weekly Plan) and OTD (Output of the Day) after taking the approval of the business head for Sales Managers to update post timeline.
- Onboard of Sales Manager and train them to use Salesforce effectively.
- Coordination with the concerned person for printing Visiting Cards for the Salesperson and sharing the Courier Details with the Sales Person.
- Allocate territory to the new Sales Person and re-assign/transfer accounts to them in Salesforce.
- Facilitating availability & delivery of requested product specimen to the customers and coordination with the Sales team for proper delivery.
- Allocate gifts to Sales Team for client distribution.
- Creation of accounts and contacts in Salesforce based on the data provided during calling for the Birthday and Anniversary.
- Tracking and validating Stock in hand from respective Sales manager and updating the same in Salesforce.
- Communicate change of Sales Manager to customers and introduce the new joiner.
- Organize Webinar for product demo/marketing and interactive knowledge sharing sessions on recent industry trends for School Staff & Students.
- Create & coordinate with Sales Manager to create webinars / workshop plan in Salesforce and identify the event organizer / presenter.
- Arrange collaterals for the Salesperson during webinar /workshop.
- Negotiate cost with external host for conducting webinars.
- Make travel arrangements and logistics- railways, airlines, car for the clients to attend Workshop
- Train Salesperson on how to use Peopleworks and ZingHR.
- Remind Sales Team to create AWP, Birthday, Anniversary, Feast Day list.

- Prepare regional status of Birthday Anniversary and Feast Day list (Excel) and send to respective Regional Managers for them act on the missing ones.
- Coordinate with backend end team to help Sales Managers make sales / customer relationship entry in Salesforce.
- Creating return authorization form for exit employees with the placing the products along with its appropriate quantity.
- Coordinate with the warehouse and dispatch team for creating credit notes in case of Return Authorization and issuing invoice in case of Sample Order.

◆ **Organization:** WildCard Techno Services Pvt. Ltd.

Designation: Inside Sales Co-ordinator | Duration: October '2019 to Till Date

Responsibilities:

- Coordinate sales team by managing schedules, filing important documents and communicating relevant information.
- Act as the primary customer service contact for clients who have questions about their accounts or our product.
- Handling orders by phone, email, or mail and checking the orders have the correct prices, discounts, and product numbers.
- Handle the processing of all orders with accuracy and timeliness.
- Respond to complaints from customers and give after-sales support when requested.
- Inform clients of unforeseen delays or problems.
- Collaborating with other departments to ensure sales, marketing, queries, and deliveries are handled efficiently.
- Contribute to overall customer satisfaction by promptly answering emails and handling orders by phone

◆ **Organization:** GVK EMRI

Designation: HR Co-ordinator Intern | Duration: July' 2018 to September' 2018

Responsibilities:

- Partnering with hiring manager to determine staffing needs
- Resume screening
- Conducting in-person and telephonic interviews for scouting profiles
- Recommending profiles to the hiring manager
- Co-ordinating interviews with the hiring manager
- Following up on interview process status
- Carry out reference and background check
- Communicating employer information and benefits during screening process
- Completing timely reports on employment activity

Academia

- MBA from University of Engineering & Management | GPA: 8.91/10 | Year: 2017-2019
- Bachelors in Computer Application from WBUT | GPA: 7.36/10 | Year: 2015

Certification

- Certified Effective Verbal Communication Professional from NPTEL, March'2019
- Certified Business Communication Professional from NPTEL, March'2018

Awards & Recognition

- MBA Topper @ UEM Kolkata, Batch of 2019
- Received Chancellor's Award for Academic Excellence '2018 @ UEM Kolkata

Personal Details

Hobbies: Listening to music, watching movies & following cricket matches.

Address:

Pan Oasis, Sector-70

Noida

Uttar Pradesh- 201301

Date of Birth: 4-Aug-1992

Marital Status: Single

Passport Number: M0568529

Expiry: 06/08/2024