

RAVNEET KAUR SANDHU

Sales and Revenue Enablement Professional

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PROFESSIONAL SUMMARY

Results-driven professional with over 5 years of progressive experience in SaaS and Cloud Telephony domains. Demonstrated success in leading high-performing sales teams, implementing strategic initiatives, driving consistent revenue growth and ensuring quality compliance. Proficient in managing end-to-end sales cycles, delivering on KPIs, leading sales audits, creating value through collaborative leadership and data-driven decision-making. Recognized for record-breaking sales figures and sustaining 100% sales consistency over multiple quarters.

SKILL

- Sales and Business Strategy
- B2B SaaS Sales and Upselling
- Team Leadership and Coaching
- Cross-functional collaboration
- Revenue Growth Strategy
- CRM tools
- Training Document Development
- Sales Operations
- Data Visualization and Reporting
- Power BI

WORK EXPERIENCE

Assistant Sales Manager

May 2024-April 2025

- Led a **20-member sales team**, generating an average monthly revenue of **₹35L and peaking at ₹53L in March 2025**.
- Achieved **12% quarter-over-quarter sales growth** by refining lead qualification and optimizing customer engagement.
- Managed daily operations including resource planning, sales tracking, and team performance monitoring.
- Collaborated with department heads to resolve cross-functional challenges and improve sales workflows.
- Supported sales representatives in high-stakes client negotiations and conversions.
- Prepared daily sales performance reports and insights shared with the CEO and senior management
- Developed and presented comprehensive Monthly Business Review (MBR) reports, summarizing sales trends and operational performance.
- Created and analyzed trendlines to showcase month-on-month sales comparisons, supporting strategic business decisions.

Team Leader

January 2023-April 2024

- Supervised a team of 6–7 sales executives, consistently delivering over **₹12L in monthly revenue**.
- Conducted targeted coaching and sales workshops to build team capability and drive conversions.
- Cultivated a high-performance work environment through motivation, mentoring and clear KPI tracking.
- Worked closely with internal teams for client-specific solutions and service escalations.
- Led internal quality audits to assess compliance with company standards and recommend improvements.

Business Development Executive

November 2019-December 2022

- Managed the full B2B SaaS sales cycle, from prospecting to closure.
- Achieved 100% sales consistency for six consecutive months with top-tier performance metrics.
- Strengthened client retention by building strong relationships and providing consultative selling solutions.
- Designed and implemented on-job training documentation for new recruits and LMS onboarding processes.
- Represented the company in webinars and key client-facing presentations.

EDUCATION

MBA: Finance and Marketing
IBMR, IPS Academy– Indore, MP

August 2017-August 2019

CERTIFICATION

Power BI – Business Analytics Certification, March 2025

March, 2025