

MEGHA P K

BUSINESS DEVELOPMENT EXECUTIVE

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08/04/2002

Visa Status : Visit Visa



SUMMARY

Results-oriented Business Development Executive with 2 years of experience in driving sales growth, generating qualified leads, and developing client relationships. Proven ability to identify new business opportunities, conduct market research, and execute strategic plans to meet revenue targets. Skilled in CRM software, pipeline management, and cross-functional collaboration. Strong communication, negotiation, and presentation skills with a track record of exceeding KPIs in competitive environments.

EXPERIENCE

Business Development Executive

Logiology Solutions Pvt. Ltd., Kerala, India



2023-2025



Kerala, India

- Developed and implemented effective business development and sales strategies to drive adoption of ERP software, resulting in a 35% increase in client acquisition.
- Identified target industries through deep market analysis and competitive analysis, leading to entry into new verticals and substantial business growth.
- Managed the entire sales cycle, from lead generation to post-sale engagement, using CRM Software such as Salesforce to track and optimize performance.
- Created custom sales pitches and presentations tailored to client needs, improving engagement and shortening the sales cycle by 20%.
- Executed strategic partnership development initiatives with IT consultancies and resellers to expand product reach.
- Negotiated and closed high-value ERP software deals with C-level executives, contributing to consistent revenue growth quarter-over-quarter.
- Built and nurtured long-term relationships with key stakeholders, ensuring customer satisfaction and retention.
- Analyzed client pain points and provided solution-oriented consultation, aligning ERP features with business needs.
- Conducted business strategy development sessions with internal teams to align technical capabilities with market demands.
- Delivered clear and compelling public speaking presentations and product demos to potential customers and partners.

SOFT SKILLS

- Communication
- Negotiation
- Persuasion
- Strategic thinking
- Relationship building
- Time management
- Problem-solving
- Adaptability
- Resilience
- Attention to detail
- Emotional intelligence
- Team collaboration
- Goal orientation
- Customer-centric mindset

EDUCATION

Pursuing Digital Marketing

Pursuing

UAE

Bachelor of Computer Application, Calicut University, Mercy college

2023

Kerala, India

ACHIEVEMENTS

- Awarded the Sales Performer Award for consistently surpassing monthly targets
- Successfully met sales objectives both independently and as part of a collaborative team.
- Expanded the client base to over 400 outlets across more than 7 countries.
- Secured high-value contracts, contributing to increased revenue and enhanced market presence.
- Instrumental in facilitating market entry into North India, significantly boosting brand visibility

HARD SKILLS

- Google Workspace
- Data analysis and reporting
- Business strategy development
- Sales forecasting
- Pipeline tracking
- Market research and analysis
- Proposal writing
- Lead Generation

TECHNICAL SKILLS

- Microsoft Excel
- Microsoft Word
- PowerPoint
- CRM Software

LANGUAGE

- English
- Malayalam,
- Tamil