



Ganesh Popalbhat

Associate Senior Manager-Sales

Organized and results-driven professional with 5+ years of experience in sales & inside sales to increase revenue, working alongside sales executives, and implementing changes based on customer feedback, seeking to secure a position in business development

Contact

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Education

Pursuing
Advance General Management Program
(Leadership & Decision Making)
IMT Ghaziabad

Pursuing
MBA Strategy & Leadership
Liverpool Business School, UK

2012-2016
Bachelor Of Engineering
(Mechanical)
D. Y. Patil College Of Engineering, Pune

Experience

Think & Learn Private Limited (BYJUS) (Sept 2019 - Till Date)

○ Associate Senior Manager - Sales (Dec 2022 - Till Date)

Role & Responsibilities

- Managing a highly motivated team of **30+ Business Development Associates** with **4 Business Development Managers**.
- Responsible for **Driving on call & on VC Sales** for week-to-week basis target.
- **Setting goals & targets of associates & managers** to enhance team performance
- **Taking weekly review** of bookings, demos, audits, co conduction, revenue, average TT to ensure continuous improvement of span
- **Prepare and give Weekly/Bi-weekly business reviews** to the senior management team regarding progress and roadblocks in business development and also **forecast numbers** of upcoming weeks.
- **Maintaining Healthy competition** between teams which help to inspire people to do their best
- **Monitor market and consumer trends** in the Education Industry.
- **Work with cross-functional teams** to achieve a common goal.
- Managing **different campaign leads through Lead Squared** to ensure profitability & cost effectiveness of campaigns.
- Rewarded "**ASM With Best Team Culture**" in Feb 2023.
- Take over a team with **25k WRPS to 65k WRPS** in the span of 2 months
- Successfully managed to drive best possible inputs in Test Preparation vertical

○ Business Development Manager (Dec 2020- Dec 2022)

Role & Responsibilities

- Managed a **team of 12+ associates** ensuring weekly and monthly targets are met for each and every BDA in the team.
- Successfully **generated 11 Cr+ revenue** on a team level in Tier 2 & Tier 3 cities making the inside sale model successful which started during Covid 19 pandemic.
- Designed an **hourly work roster** for associates which helped to boost inputs by 25%.
- **Auditing of the sales pitch & VC conduction** recording of each associate to identify the improvement areas.
- Conducting **training sessions** from time to time to ensure maximum productivity.
- **Maintained 0.95 RCN** throughout year by maintaining & engaging customers post sale
- Resolved **200+ query tickets including high priority issues** and post-sales service requests with **zero escalations**.
- Developed "**Leadership Development Plan**" in team which help 8 associates for level up in their carrier
- Designed **SOP to prevent recurrence of top 10 reported issues**, improving Customer Satisfaction Index.
- Rewarded "**Top Performing BDM (WRPS)**" for achieving highest weekly revenue per sales person.
- Rewarded "**Highest ARPU TEAM**" for achieving the highest average revenue per unit.

○ Business Development Training Manager (Oct 2020- Dec 2020)

Role & Responsibilities

- Designed training program structure & weekly training modules with **4Ps (Product, Pitch, Process, Practice)**
- **Achieved 70% BDT to BDA conversion** (Highest in batch) by implementing training program

Additional Skills

- Good communication and interpersonal skills.
- Highly motivated and proactive : Team player.
- Strong analytical and problem-solving skills
- Able to work under pressure and to tight deadlines
- Ability to adapt to new issues and situations.
- Task-oriented with focus and drive to complete tasks at hand.

Language

English

Hindi

Marathi

Personal Details

Date Of Birth : 5th Feb 1995

Marital Status : Unmarried

Think & Learn Private Limited (BYJUS)

○ Business Development Associate (Sept 2019- Oct 2020)

Role & Responsibilities

- Established & sustained strategic relationships with 150+ customers to **generate INR 90 Lac+** revenue in Pune & Rest of Maharashtra market as an individual contributor.
- Benchmarked Weekly Revenue Per Sales Person (WRPS) of INR 350,000 through execution **Direct Sales models**
- **Mentored training of 7+ Business Development Trainees** to increase team's revenue capability by 125%
- Implemented **Hub & Spoke model** to create a centralized Hub for catering **tier 2 and tier 3** cities in Maharashtra
- Scheduled product demo conduction with potential leads to ensure **conversion ratio of 30%** per week
- Spearheaded Home Learning Program in team of Maharashtra to improve **NPS & reduce churn rate**
- Rewarded "**Top Performing BDA : Direct Sales**" nine time in a year.
- Received "**India Vs Sri Lanka T20 Match**" tickets sponsored by BYJU'S in Jan 2020 as a reward exceptional sales performance in Dec 2019.
- Got qualified for "Australia Trip in June 2020"

CarDekho.Com (GirnarSoft Pvt. Ltd.)

○ Dealer Success Manager (July 2018- Aug 2019)

Role & Responsibilities

- Responsible for the **renewal of existing dealer contract**.
- Inter-personal skills and ability to **maintain relationships with dealer**.
- Need to **check service parameter** on regular interval at Dealer to ensure better delivery of services.
- **Handover of the new dealer** & taking ownership end to end.
- Retail identification, follow up & **ensuring closure on priority**.
- Taking regular feedback from dealer & executing **improvisation plan** for the same.
- Achieved market penetration of **62%** by consistently working with **21+ out of 34** dealer outlets of assigned territory.
- Increased the conversion on **digital leads from 4% to 7%** of my assigned territory.
- Consistently generating revenue for company by **Zero Day Renewal**.
- Sold non lead products like **Website, Google Adwords, Banner etc first time in territory**.

AMW Motors Limited

○ Graduate Engineer Trainee : Sales (June 2017- July 2018)

Role & Responsibilities

- Plans & executes **wholesale and retail sales target**, segment share and sales contribution for the assigned territory/ dealership.
- **Prepares and monitors day wise business plan** with the dealerships in line with overall region plan.
- **Recommends retails offers** in the defined territory across dealer to have uniformity and promote sales.
- Smooth implementation of **Dealer Excellence Program** at dealership and regular monitoring of all **customer satisfaction KPI's** in co-ordination with network Quality manager.
- Evaluates city wise / dealer wise sales potential and develops plans to boost sales.
- Manages uniform sales processes across dealerships to maintain standardization and Customer experience.
- Develops dealer marketing plan and dealership teams also in co-ordination with dealer marketing manager to generate the incremental enquiries to increase retail business.
- Coordinates to handle customer's complaints / queries to have effective resolution.
- Coordinates and ensures fund planning of dealer to procure right mix of cars and inventory to fulfill the market demand.
- Informs on arranging periodic training session for dealership manpower.
- Coordinates in development of dealer sales team for effective & consistent performance.
- Maintains and reviews DMS periodically to analyze dealer performance.