

# **PREETI SINGH**

Business Development Executive  
and Data Implementation Analyst

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## **Summary:**

Enthusiastic Professional in Software Sales with 2.5 years of experience in SaaS cloud based software sales, I am driven by a commitment to continuous learning and personal growth. In addition to being smart and hardworking, I possess problem-solving skills and a talent for nurturing strong customer relationships.

## **Work Experience: Business Development Executive**

### **Manacle Technologies Pvt Ltd (February 2024 – Present)**

#### **Key Roles and Responsibilities:**

- Lead generation via web/ Email/cold calling/marketing/customer's references
- Software Implementation
- PI and Proposal Creation
- Demonstration and Training of Software (Online and Onsite)
- Responsible for lead generation to the closer of order
- Prepared Funnel report
- End to end Follow-up with Customer
- Provide Product knowledge and training to new hires
- Upsell and Cross sell
- Provide an overview of the importance of product
- Host company Webinars and product training.
- Direct Connect with the Owner of Companies in Aahar Fair and Gift World Expo Exhibitions

## **Work Experience: Business Development Executive**

### **FSL Software Technologies Ltd. (October 2023 – December 2023)**

#### **Key Roles and Responsibilities:**

- Lead generation via web/ Email/cold calling
- Updating in CRM
- Software Implementation
- PI and Proposal Creation
- Demonstration and Training of Software (Online and Onsite)
- Order Punch

## **Work Experience: Product Associate (DrillBit)**

### **Balani Infotech Pvt. Ltd (April 2022 – September 2023)**

#### **Key Roles and Responsibilities:**

- First point of contact for potential customers. Managing pre-sales responsibilities of a Product ("DrillBit Anti-Plagiarism Software")

- Working with a technical team to determine solutions to customers' challenges related to different requirements and supporting the sales team to present proposals to clients
- Providing product demonstrations, presentations, training, consultation, and sales support services for the sales team and existing clients
- Building relationships with customers and proactively seeking new sales opportunities via Marketing (emails and social media marketing), outbound calling, and developing relationships with prospective clients.
- Proposals writing, creating responses to RFI, RFP, and RFQ
- End-to-end process of tender management
- Price Negotiation with the customers
- Proactively gathering and evaluating customer feedback, and providing to sales and solution teams to improve product features and overall experience.
- Finding information from websites about librarians, universities, research centers, and other organizations.
- Share the License details and proposal with Client and shared all the relevant documents.
- Prepared monthly reports analyzing customer concerns, problems, and resolutions
- Final pipeline and report submitted to my manager and process according to the business requirements.

### **SKILLS:**

- Product knowledge
- Problem solving skills and Team Work
- Tips for Writing Business Emails
- Ability to work independently and perform under pressure
- B2B sales and SAAS
- Customer Management - Time Management and Organizational Skills
- RFI, RFP, RFQ, SOW Proposal Writing
- MS office-Word, Excel, PowerPoint, Outlook
- Verbal & Written Communication
- Tenders-CPP, GEM & Open tenders (India)
- Presales responsibilities
- CRM-Zoho, Sales Mantra, mSELL (ERP and SFA)
- Product Demonstration and Training

### **EDUCATION QUALIFICATION:**

- Graduation from A.K.T.U. (B. Tech)
- Higher Secondary from C.B.S.E Board.
- Senior Secondary from C.B.S.E Board.

### **ACHIEVEMENTS:**

- Awarded two times by nominal price for best sales in Half Yearly & Quarterly.
- Additionally, certificates were awarded for attending seminars and quizzes.