



Divyesh Kaushik

Business Development Manager

Results-driven aspiring Business Development Manager with 2.5 years of experience in EdTech sales and a proven track record of exceeding targets. Skilled in counseling, relationship building, and driving revenue through effective sales strategies. Adept at identifying market opportunities and developing tailored solutions.

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📍 Gurugram, India

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WORK EXPERIENCE

Subject Matter Expert CollegeDekho

08/2023 - Present

Gurugram, India

Promoted from Senior Academic Counsellor

Achievements/Tasks

- **Counselling:** Provide insights and guidance on Investment Banking, Supply Chain Management, Sales Excellence Course, Cyber Security, and Cloud Computing.
- **Business Development Management:** Conduct video calls to counsel students on various courses and close the sales.
- **Sales Strategy and Pipeline Management:** Drive revenue growth through effective sales strategies and manage the sales pipeline efficiently for timely follow-ups and conversions.
- **Relationship Building and Engagement:** Establish and nurture relationships with potential students.
- **EdTech Strategy Development:** Spearheaded strategic initiatives to identify market opportunities and develop tailored EdTech solutions aligned with educational institution needs.
- **CRM:** Proficiently utilized CRM systems to manage sales pipelines, track leads, and forecast sales projections.

Senior Academic Counsellor CollegeDekho

11/2022 - 08/2023

Gurugram, India

Achievements/Tasks

- **Inbound and Outbound Calling Management:** Efficiently managed inbound and outbound calls to engage with prospective students interested in professional tech courses offered by Prepbytes - A CollegeDekho company.
- **EdTech Course Sales:** Actively engaged in selling professional tech courses to prospective students to drive revenue generation.
- **Loan and EMI Process Facilitation:** Assisted students in navigating the loan and EMI processes to facilitate enrollment in tech courses.
- **Enrollment Facilitation and Support:** Facilitated the enrollment process for students by providing step-by-step guidance, addressing inquiries, and resolving concerns.
- **Upselling and Cross-Selling Techniques:** Implemented upselling and cross-selling techniques to promote additional course offerings.
- **Performance Tracking and Reporting:** Monitored and tracked key performance indicators (KPIs) related to student enrollment, revenue generation, and customer satisfaction.

TECHNICAL SKILLS

EdTech Sales

CRM

Business Development

Revenue Growth

MS Office

Consultative Selling

Lead Generation

Sales Cycle

Sales Strategy

EDUCATION

Bachelor of Technology (M.E)

Galgotias University

05/2017 - 04/2021

Higher Secondary Education

VVM Govt. Inter College

03/2014 - 04/2017

CERTIFICATIONS

Lean Six Sigma Green Belt

ISCEA - International Supply Chain Education Alliance

GUVI's RPA Skill-A-Thon

Ui Path NPTEL course on Robotics and Control.

AutoCAD and Solidworks

Xtrude Engineers

Robotics and Control

NPTEL

SOFT SKILLS

Communication

Leadership

Problem-Solving

Teamwork



WORK EXPERIENCE

Business Development Associate

Byju's (Think And learn Pvt Ltd.)

04/2022 - 11/2022

Gurugram, India

Achievements/Tasks

- **Outbound Calling and Appointment Setting:** Conducted daily outbound calls to schedule meetings with parents for counseling sessions.
- **In-Person Counseling Sessions:** Conducted in-person counseling sessions at customers' residences, engaging with students and their parents.
- **Recommendation of Courses:** Leveraged product knowledge and understanding of student needs to recommend appropriate courses.
- **Sales Process Execution:** Implemented the sales process effectively, from initial engagement to course recommendation and closing sales.
- **Client Relationship Management:** Fostered strong relationships with students and parents, addressing inquiries and concerns.

Business Development Executive

Extramarks Education

06/2021 - 03/2022

Gurugram, India

Achievements/Tasks

- **Inbound and Outbound Calling:** Conducted inbound and outbound calls to engage with prospective students.
- **Student Counseling:** Engaged in student counseling sessions to understand their educational needs, career aspirations, and learning objectives.
- **Course Recommendations:** Leveraged strong product knowledge and understanding of student requirements to recommend appropriate courses.
- **Revenue Generation:** Implemented effective sales strategies to generate revenue by promoting and selling courses to prospective students.
- **Sales Performance Tracking:** Monitored and tracked sales performance metrics, including call conversion rates, lead generation, and revenue targets.



SOFT SKILLS

Time Management

Negotiation

Networking

Strategic Thinking



LANGUAGES

English

Native or Bilingual Proficiency

Hindi

Native or Bilingual Proficiency