

Avishraant Modi

Sales Engineer

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Pragmatic sales engineer with **2+ years** of progressive experience in extensive technical knowledge, practical application skills, sales experience, and business acumen.

WORK EXPERIENCE

Servetel Communications, Gurugram, India

03/2022 – Present

Sales Engineer

- Conducted product demonstrations and presentations to potential clients, leading to a **60%** conversion rate and **\$43K+** in Closed deals till present.
 - Established professional and deep relationships along with account management of Enterprise accounts such as **Make My Trip, Bharatiya Janata Party (BJP) and Michelin India.**
 - Collaborated with **10+** cross-functional departments to identify customer pain points and provide customized technical solutions; reduced **27%** of customer complaints with **8%** overall reduction in churn rate.
 - Mentored a team of junior sales engineers on product knowledge and increased their average monthly sales **by 33%.**
 - Implemented outbound **AI driven Sales** and marketing strategies through **Sendbird** via email campaigns which increased the sales pipeline by **22%**
 - Won the **Innovation Award** for Implementing **AI Driven Sales strategies** for increased Conversion rate.
 - Won the **GEM Award** for Maximum closures in **Q1 2023 (32 Accounts)**
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ACME, Jaipur, India

08/2021 – 02/2022

Operations Analyst

- Design plans to improve operations and suggest changes to systems for an overall organization that boosted productivity levels by **20%.**
- Generate quarterly reports of findings to help management with making key decisions.
- Increased annual revenue by **7%** by recommending improvements in operations efficiency.
- Using Various Business Strategies, as per the company standards to implement new business processes which increased client retention rate by **2%.**

EDUCATION

Thapar Institute of Engineering and Technology, Patiala, Punjab, India.

06/2017-06/2021

Bachelor of Technology (B.Tech) — Electronics and Communications Engineering Technology

SKILLS

- Strong Individual Sales and Sales Leadership skills and ability to train/coach internal sales teams
- Proven Strong track record and demonstrated expertise in developing and maintaining industry, professional relationships including CTO/CEO level engagement
- Strong communication skills to listen to the client and articulate back for solutioning
- Ability to lead and work in a team environment
- Strong interpersonal and presentation skills for interacting with team members and prospective clients up to the Board level
- Ability to create and maintain formal and informal networks.
- Strong selling and negotiation skills
- Deep understanding of selling strategies in SAAS with expertise in Cloud based products.

