

ABHISHEK SINGH

Sales Manager | SaaS | Ed-tech | B2B & B2C Revenue Growth | Team Leadership | Business Development | Customer Success
+91-8707087735 | er.thakurabhi@gmail.com | Lucknow, Uttar Pradesh | abhishekthakur.in

PROFESSIONAL SUMMARY

Results-driven Sales Manager with 6+ years of experience in SaaS sales, EdTech business development, and B2B/B2C consultative selling. Proven expertise in WhatsApp Business API solutions, marketing automation, and customer journey design. Consistent track record of exceeding monthly revenue targets, generating MRR growth, and managing end-to-end sales cycles from lead generation to client onboarding. Skilled in team leadership, sales coaching, CRM management (Salesforce, LeadSquared), account management, and cross-functional collaboration to drive customer success and long-term retention.

WORK EXPERIENCE

Assistant Manager – Sales & Business Consulting

Dec 2025 – Present

AiSensy | Gurgaon, HR

- Onboarded 148+ business clients onto the AiSensy SaaS platform, overseeing end-to-end implementation of WhatsApp automation, chatbot workflows, broadcast campaigns, and third-party CRM integrations.
- Conducted product demonstrations, solution consultations, and ROI-focused presentations for decision-makers across retail, e-commerce, real estate, healthcare, and education verticals.
- Designed customer engagement and lead nurturing strategies using WhatsApp marketing automation, improving client conversion rates, reducing churn, and increasing customer lifetime value (CLV).
- Managed the full B2B sales cycle — prospecting, discovery, proposal, negotiation, closing, and post-sale onboarding — ensuring seamless client adoption and platform utilization.
- Collaborated with product, customer success, and technical teams to resolve client escalations, identify upsell opportunities, and drive net revenue retention (NRR).

Team Lead – Sales

Jan 2024 – Nov 2025

Zell Education Pvt. Ltd. | Remote / Lucknow, UP

- Led, coached, and performance-managed a team of Business Development Executives selling professional certification programs (ACCA, CFA, CMA, MBA), driving consistent month-over-month revenue growth and target achievement.
- Consistently exceeded monthly and quarterly sales quotas by implementing structured sales processes, objection handling frameworks, and CRM-driven lead prioritization strategies.
- Conducted high-converting product webinars, virtual counseling sessions, and group demos, improving lead-to-enrollment conversion rate and reducing average sales cycle length.
- Built and maintained strong B2C relationships with candidates and B2B relationships with corporate clients, generating referral pipelines and repeat enrollments.
- Tracked and analyzed team KPIs, pipeline health, and revenue forecasts using Salesforce and LeadSquared CRM dashboards, enabling data-driven sales decisions and performance interventions.

Senior Business Development Executive

Jan 2022 – Dec 2023

Unacademy | Remote / Lucknow, UP

- Owned individual B2C revenue targets in the competitive EdTech Test-Prep segment (JEE, NEET, UPSC), achieving consistent monthly quota attainment and strong lead-to-enrollment conversion rates.
- Executed high-volume consultative sales via Zoom, phone, and chat with students and parents, delivering need-based course recommendations aligned to learner goals and budgets.
- Improved lead nurturing efficiency by optimizing follow-up cadences and CRM workflows in LeadSquared, contributing to a measurable reduction in average time-to-close.

Business Development Executive

Jul 2020 – Dec 2021

Think & Learn Pvt. Ltd. (BYJU'S) | Lucknow, UP

- Drove B2C sales for K12 and Test-Prep segments targeting JEE and NEET aspirants through consultative phone calls, Zoom demos, and in-person meetings, consistently meeting monthly revenue targets.
- Applied needs-based selling techniques to understand student learning gaps and recommend customized course packages, resulting in high customer satisfaction and low refund rates.
- Built trusted relationships with students and parents, leveraging referrals and word-of-mouth to supplement inbound lead pipelines and accelerate deal closures.

CORE COMPETENCIES

Sales & BD	B2B Sales, B2C Sales, SaaS Sales, Consultative Selling, Solution Selling, Business Development, Outbound & Inbound Sales, Full-Cycle Sales
SaaS & MarTech	WhatsApp Business API, Marketing Automation, Chatbot Design, Broadcast Campaigns, Customer Journey Mapping, CRM Integrations, API Solutions
Leadership	Team Leadership, Sales Coaching, Performance Management, Sales Training, Hiring & Onboarding, Target Setting, Mentoring
CRM & Tools	Salesforce, LeadSquared (LSQ), AiSensy, Zoom, MS Excel, Google Workspace, WhatsApp Business Platform
Revenue & Growth	MRR Growth, Revenue Forecasting, Pipeline Management, Lead Generation, Conversion Rate Optimization, Upselling & Cross-Selling, Quota Attainment
Customer Success	Account Management, Client Onboarding, Retention Strategy, Net Promoter Score (NPS), Customer Lifetime Value (CLV), Stakeholder Management

EDUCATION

Bachelor of Technology – Mechanical Engineering

2015 – 2019

Uttar Pradesh Technical University

Intermediate (10+2) – Science (PCM)

2013 – 2015

Uttar Pradesh Board

CERTIFICATIONS

- Sales Trainer Certificate
- Program Coordinator Certificate
- ChatGPT & Excel – Course Completion Certificate

LANGUAGES

English – Full Professional Proficiency **Hindi** – Native / Bilingual Proficiency

DECLARATION

I hereby declare that the information provided above is true and accurate to the best of my knowledge and belief.

Place: Lucknow, Uttar Pradesh

Abhishek Singh