

# Gaurav Parihar

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## PROFESSIONAL SUMMARY

Experienced Sales Development Representative with 6 years of demonstrated history of success in sales and client relations. Skilled in Cold Emails, Cold Calls, Prospecting, developing strategic outreach initiatives, and Video Prospecting. Proficient in crafting tailored value propositions and leveraging competitive analysis to expand client base across SMBs and Enterprise segments. Committed to exceeding sales targets through consultative selling and sales methodologies.

## EXPERIENCE

### **Sr. Sales Development Representative: Interview Bit Software Services Pvt. Ltd. Jan 2022 – Feb 2024**

- Conducted outreach to prospective clients through outbound calls, and social media, achieving a daily target of 60-70 calls and arranged 8-12 qualified meetings per month by engaging with potential customers
- Incorporated platforms such as ZoomInfo, LinkedIn Sales Navigator, and HubSpot CRM to enrich customer databases and manage client portfolios
- Exceeded monthly sales goals by 105%, demonstrating a high degree of sales acumen and dedication
- Executed a strategic follow-up process that increased customer engagement by 20% and introduced a referral program that boosted generation efforts by 15%
- The enhanced qualification process, achieving a 25% increase in the conversion rate and developed a personalized outreach strategy that improved response rates from prospects by 40%

### **Sr. Business Development Executive: Sorting Hat Technologies Pvt. Ltd. Oct 2019 – Nov 2021**

- Managed and converted high-end clientele from campaigns and marketing channels, achieving a remarkable 1cr+ revenue in 9 months
- Transitioned previous sector to ed-tech, surpassing expected input & output metrics within a short period
- Mentored new joiners and teammates at Unacademy, providing product knowledge and sales pitch expertise, attaining personal team management responsibility
- Spearheaded prospecting, outbound and inbound channel management, and pipeline organization, achieving a 25% improvement in generation efficiency
- Demonstrated automated filters to maximize revenue, contributing to a 20% increase in team productivity

### **Customer Success Manager: Teleperformance, Bangalore Oct 2017 – Sept 2019**

- Managed a diverse portfolio valued at ₹28 crores, proficiency in overseeing clients' financial assets
- Strengthened customer relations through the prompt and efficient resolution of complaints and concerns
- Crafted financial plans, leading to a 95% customer satisfaction rate & a 30% increase in client retention
- Implemented a client feedback loop, achieving a 20% improvement in service delivery and established a cross-sell strategy, achieving a 15% increase in the portfolio value of clients
- Launched a financial literacy webinar series, which contributed to a 10% increase in customer engagement

## SKILLS

- Qualifying Leads
- Use Case Knowledge
- Cold Emails
- Key Performance Indicators
- Email Automation Tools
- Outreach Platforms
- Consultative Selling
- CRM Utilization
- Pipeline Tracking
- CRM Utilization
- Lead Tracking
- SaaS Product Familiarity
- Competitive Analysis
- Outbound Sales
- Sales Sequences
- LinkedIn Sales Navigator
- Salesforce.com

## EDUCATION

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**Amity University, Jaipur**  
Bachelor of Science, GPA: 8.0

**Aug 2014 - Jun 2017**

**SDHSS, Jabalpur**  
High School, 86%

**Apr 2012 - Mar 2013**

## CERTIFICATIONS

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- School of SDR (Sales Development Representative)
- LinkedIn Sales Navigator by LinkedIn
- Inbound sales by HubSpot Academy

## ACHIEVEMENTS

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- Recognized as LinkedIn's Top Sales Development Voice