



# Safwan Vettekkodan

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## LINKS

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## PROFESSIONAL SUMMARY

Sales Professional with 4+ years of experience, having proven expertise in developing & implementing sales strategies to achieve high growth and motivating highly galvanized teams to produce significant bottom-line results. Possess an in-depth understanding of consultative selling, and setting up an effective success model to scale & optimize market opportunity. Demonstrated ability to lead others toward the critical issues at hand to develop successful solutions. Expertise in acquiring new business opportunities, servicing current Accounts, and enhancing the company's overall position in the marketplace.  
Specialties: B2B Sales || Sales & Business Development || SaaS || Consultative Selling || Leadership & Team Management ||

## SKILLS

- IT Service Management
- Pre-Sales
- B to B sales
- Strategic planning
- Sales presentations
- Territory Management
- Business development and planning
- Solution selling
- Sales Reporting
- Account management
- Database Management
- Strategic account development

## WORK HISTORY

**SALES MANAGER [CO-FOUNDER AT REVAMP24]** 03/2020 to 10/2021  
**Revamp24 Pvt Ltd | Bangalore, India**

- Handling a team of 10+ SDAs, RAs and RMs.
- Scaling up and building the business team to power business growth.
- Coordinating with the new BDAs/BDTs and monitoring their sales activities and making sure that they're overachieving their targets on initial stage.
- Understanding the markets and different locations to hire BDAs/BDTs accordingly.
- Identifying and making recommendations for improvement in the areas of process, efficiency and productivity.
- Develop a feasible Strategy plan for the department and oversee its day-to-day implementation. Build a highly efficient team of Sales professionals
- Formulated well-defined action plan to prioritize potential clients and achieve and exceed objectives.
- Met and exceeded weekly and monthly performance metrics by Action.

## **B2B BUSINESS DEVELOPMENT ACCOUNT MANAGER**

10/2017 to

08/2018

### **Infezo Electronics Pvt Ltd | Bangalore, India**

Joined as the first salesperson and 4th person of the organization, and designed initial B2B SaaS sales strategy from scratch. Worked on the new product idea & its GTM strategy, and successfully launched the flagship product of the organization.

Designed initial B2B sales & marketing strategies to target mid-level & enterprise markets. Designed and executed lead generation and sales processes, hired excellent salespeople, and build sales, lead generation, and customer support.

Acquired thousands of mid-level companies for the flagship product with a high growth rate.

Acquired & nurtured many high-worth enterprise customers and increased MRR.

Established a sales process, defined various SOPs, defined standard sales pitch, sales pipeline, forecasting, the performance review process, target setting plan, and designed incentive plan to drive sales of key products. Worked with existing customers to increase purchases of products and services.

Build a team of more than 12 highly skilled salespeople, who set a culture of high performance and helped in the growth of the organization.

## **BUSINESS DEVELOPMENT EXECUTIVE**

05/2016 to 09/2017

### **Meezan Electronics Pvt Ltd | Kochi, India**

- Finding dealers across South India (Kerala, Tamilnadu, Karnataka and Telangana) for the POS and Label printing scale.
- Conducting training programs for the dealers
- Providing technical support for the dealer
- Maintain dealer relationship for good business growth
- Conducting market survey to identify current requirements and changes needed in our machine
- Promote product among end customers
- Negotiated and closed long-term agreements with new clients in assigned territory.
- Coordinated innovative strategies to accomplish marketing objectives and boost long-term profitability.

## **EDUCATION**

### **MBA | Marketing And Analytics**

03/2020

#### **National Institute of Technology, Surathkal, Mangalore**

- Awarded in best entrepreneur idea
- Elected from MBA Department to Student Council.

### **Bachelor of Engineering Technology | Mechanical Engineering**

05/2016

#### **Dr SM College of Engineering, Bangalore**

Along with studying engineering, conducted and co-ordinated various events and activities in the college technical and cultural fests with frequent department wise activities also being a student representative in the branch.

Developed various interpersonal, communication, Marketing, Strategy skills and interest in entrepreneurship in the same time.

## CERTIFICATIONS

Digital Marketing - *Search Engine Optimization, Pay-per-Click, Social Media marketing, Content Marketing, Email Marketing, Mobile Marketing, Marketing Analytics.*

## LANGUAGES

**Malayalam:** Native language

**English:** C2

Proficient

**Hindi:** B2

Upper intermediate

**Arabic:** A2

Elementary

## PERSONAL DETAILS

- Date of Birth- 15/04/1994
- Social Status- Married
- Nationality- India
- Passport Number- P8683638
- Visa Status- Visit Visa