

Avneesh Saraswat

Sales Development Professional

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Summary

B2B SaaS Sales professional with 4 years of experience in product-led SaaS organizations, consistently accelerating pipeline, closing enterprise deals, and exceeding revenue targets. Skilled in ABM, outbound prospecting, consultative selling, and multi-channel engagement to influence C-level stakeholders and drive ARR growth and customer expansion.

Skills

B2B | SaaS sales | Pipeline management | ABM | Strategic prospecting | C-level stakeholder engagement | Multi-channel lead generation | CRM & sales tools (Salesforce, HubSpot, Apollo, Lusha, LinkedIn Sales Navigator) | Upselling/cross-selling | Negotiation | Data-driven sales analytics

Professional Experience

BigCity Promotions Pvt Ltd, Sr Business Dev Consultant 05/2025 – Present | Bangalore

- Built and strengthened trusted relationships with **C-level and VP-level** prospects, driving **pipeline growth, deal progression, and long-term client engagement**.
- Drove **outbound** demand generation through **multi-channel reach** (email, LinkedIn, calls), outputting **15–20 qualified meetings** per month contributing to a **19%+** increase in pipeline.
- Managed and nurtured a 70+ leads **CRM pipeline**, supporting **product demos and deal closures**, influencing **₹50 lakh+ in revenue** across deal sizes per quarter.
- Partnered closely with **Client Servicing, and Product teams** to map pain points to product capabilities, improving **deal velocity, handoff efficiency, and client satisfaction**.
- Leveraged **CRM and lead-generation tools** including **HubSpot, Salesforce, Apollo, Lusha, and Outreach** to enrich leads, maintain pipeline hygiene, and drive data-driven execution.

LimeChat, Sales Development Specialist 06/2024 – 02/2025 | Delhi

- Drove **20% growth** in defined niche categories via targeted, **strategic approach**, connecting with **C-level decision-makers** over multiple channels (Calls, LinkedIn, Emails).
- Built and maintained strong **client relationships**, driving up to **45% retention** and contributing to revenue growth.
- Acquired logos of **~15 D2C E-Commerce giants in Q3 & Q4** through tailored outreach strategies and crafted content, generating **₹110k quarterly** from a handful of clients.
- Leveraged **lead-gen tools and CRM systems** (HubSpot, Salesforce, Apollo, Lusha, Outreach) for effective **data handling, personalized engagement, and enhanced outreach** efficiency.

Outleap Technologies Pvt Ltd, Inside Sales Executive 05/2023 – 06/2024 | Bangalore

- Led the **Referral channel** sales initiatives and increased **renewals by 10%**, resulting in **23% of the Company's Revenue**.
- Led **lead generation** procedures to **trigger growth** in territory while studying competitors to develop innovative **selling strategies**.
- Established **leads** through industry **networking events, trade shows, and individual approaches**.
- Collaborated with **sales and marketing teams** to ideate for **sales aids, promotions, and campaigns**.

Practo Technologies Pvt Ltd, *Senior Inside Sales Specialist*

10/2022 – 03/2023 | Bangalore

- Oversaw the **entire onboarding process** of **medical establishments and clinics** for **SaaS-based products** in the **Tier 2 market**, resulting in significant **expansion of the existing customer base**.
- Delivered **sales performance of INR 5–7 lacs in Q4** for the **Tier 2 SMB market**, supporting revenue growth and market penetration.
- Conducted **end-to-end product demos**, engaging in detailed discussions with clients to understand **requirements and expectations**, while proposing **cost-optimized solutions** and identifying opportunities for **upselling and account expansion**.

Kindly Health, *Business Development Associate*

01/2022 – 10/2022 | Bangalore

- Oversaw the **daily operations** of both the **Customer Experience** and **Sales departments**, interacting with an average of **150+ customers**.
- Successfully **achieved and surpassed targets** during the company's pivot, through a **forward-thinking approach** to understanding **consumer trends**.
- Headed a **team of 2 sales reps**, providing **fundamental training** and improving **overall efficiency**.

Awards

AI Hackathon Runner-Up, *LimeChat*

2024

Best Performer, Q1, *OutLeap Technologies Pvt Ltd*

2023

Best Debutant, *OutLeap Technologies Pvt Ltd*

2023

Education

Institute of Hotel Management & Catering Technology,
Bachelor of Science

06/2017 – 05/2021 | Hyderabad