

# SANTTOSH JHA

Inside Sales | Sales Operations | EdTech

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A successful Sales Leader with over 15 years of experience in driving revenue growth, optimizing sales processes, and leading high performing inside sales and tele-sales teams. Adept at developing and executing B2C sales strategies, managing profit and loss, and ensuring sales excellence.

## Career Highlights

- **Sales Management:** Proven track record of exceeding sales targets, building strong customer relationships, and driving revenue growth. Implemented performance monitoring system resulting in an increase of 17% more productivity.
- **Inside Sales:** Skilled in managing inside sales teams, optimizing lead generation, and closing deals. Managed a team of 15+ inside sales representatives, resulting in a 20% increase in monthly sales.
- **EdTech Sales:** Deep understanding of the education technology landscape, with a focus on selling educational products to diverse sections.
- **Team Leadership:** Successful in motivating and mentoring sales and cross-functional teams to achieve exceptional results. Have been leading my teams to success for 10+ years.
- **Sales Planning & Operations:** Expertise in developing sales plans, forecasting, and streamlining processes for maximum efficiency. Built 3 inside sales / tele-sales teams from scratch and led them to success in revenue growth and P-&-L.
- **P-&-L Management:** Led the new team to break-even point from the 3<sup>rd</sup> month and made it the 2<sup>nd</sup> best team, out of 5 teams by fiscal end.
- **Scaling Sales Team for Business Growth:** Successfully expanded a tele-sales team from 4 counselors to over 60, all while maintaining a positive and profitable P-&-L statement.

## Skills

- |                           |                           |
|---------------------------|---------------------------|
| • Analytical Thinking     | • Sales Forecasting       |
| • Business Strategy       | • CRM Management          |
| • Inside Sales            | • P & L Management        |
| • Business Development    | • Stakeholder Management  |
| • EdTech Sales            | • Presentation Skill      |
| • Sales Management        | • Sales Funnel Management |
| • Conversion Optimization | • Microsoft Office        |

## Work Experience

### ★ Times Pro (EdTech), Patna

Sr. Manager – Sales (Regional Manager)

Sep 2022 – Aug 2023

- Built CST-Patna inside sales team from scratch.
- Achieved breakeven point for the Profit and Loss (P&L) statement starting from the 3<sup>rd</sup> month.
- Led the team to become the 2nd Top Performing Team (out of 5 Teams) by fiscal end.
- Implemented performance tracking system resulting in 20% increase in monthly sales.
- Collaborated with cross-functional teams for smooth processing of enrolled students before the deadline.

### ★ Centum Guru (EdTech), Delhi

Manager – Sales & Operations

Dec 2020 – Sep 2022

- Led 3 Sales teams and 1 customer success team.
- Started 2 more courses – Math & English and grown revenue to 10X.
- Made all 4 courses profitable and scaled the revenue to 150%.
- Ensured the smooth processing of each student in every batch by managing revenue, faculty, and schedule management in coordination with available faculties.
- Gathered valuable parent feedback to enhance service quality and customer satisfaction.

★ **IVS School Of Design** (Higher Ed.), Delhi

Regional Manager

Jan 2019 – Nov 2020

- Oversaw the end-to-end process of recruiting, training, and providing ongoing support to academic counselors.
- Implemented strategies to optimize counselor performance and enhance overall team productivity.
- Led and supervised daily operations, budgeting, and goal setting for all 4 branches.
- Successfully upgraded website and implemented better and real-time lead collection (WhatsApp & Forms).
- Implemented timely discounts and incentives to drive revenue generation and enhance customer engagement.

★ **Edu Pristine Pvt. Ltd.** (EdTech), Delhi

Manager – International Sales

May 2015 – Aug 2018

- Managed the entire US and Middle East Sales Team for Training Programs.
- Successfully led the team from 0 revenue in the first month to delivering 30+ lacs business from the fourth month onwards.
- Consistently met or exceeded performance metrics related to sales targets, follow-up, CRM hygiene, and call quality.
- Implemented measures to handle batch postponements and mitigate customer refund requests.
- Conducted thorough financial analysis to ensure revenue generation and profitability from every batch.

★ **Satyam Institute of International Management** (Higher Ed.), Delhi

Branch Manager – Branch & Franchise Operations

Feb 2011 – Mar 2015

- Successfully scaled the team from 4 counsellors to 60+ counsellors and two franchises.
- Oversaw and coordinated daily activities to ensure smooth operations and efficient resource allocation.
- Ensured timely follow-up and ensured call quality of the counsellors are as per standards.
- Continuously monitored and evaluated the effectiveness of the SOPs, adjusting as needed.
- Conducted product training for the team and coached them to success.

★ **National Institute of Management** (Higher Ed.), Delhi

Team Leader – Corporate Sales

Apr 2008 – Feb 2011

- Joined as BDE and got 3 level promotions and became TL – Corporate Sales.
- Achieved assigned sales targets month on month.
- Added 3 Corporate clients to our list within a 3-month time.
- Collaborated with cross-functional teams to oversee the deliverables of the onboarded corporate clients.
- Led and mentored the corporate sales team in sending proposals and closing deals.

## Education

• <b>Executive Diploma in Business Strategy</b>	MTF Institute, Portugal	2024
• <b>Bachelor of Arts (English)</b>	EIILM University, Sikkim	2012
• <b>GDBA (General Management)</b>	National Institute of Management, Mumbai	2009