

# Adil Rizvi

## Business Development Executive – B2B SaaS

Lucknow, Uttar Pradesh · [Phone] · [Email] · [Website or LinkedIn]

### PROFESSIONAL SUMMARY

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BBA graduate with one year of inside sales experience at a SaaS company selling billing software to small retailers and clinics. Makes 60 to 80 calls a day, qualifies leads using a simple needs checklist and books demos for account executives. Consistently met monthly meeting targets and now seeks a closing role with a quota.

### SKILLS

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Outbound cold calling · Lead qualification · Demo booking · CRM hygiene · Objection handling · WhatsApp Business follow-ups · Email sequencing · Product walkthroughs

### EXPERIENCE

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#### **Inside Sales Associate** — Early-stage billing software startup, Lucknow

1 year · current

- Booked an average of 38 qualified demos a month against a target of 30 by focusing outreach on pharmacies and diagnostic centres.
- Logged every call outcome in the CRM with next steps, which helped the team lead forecast pipeline for the monthly review.
- Converted 14 small retailers directly on the phone by walking them through GST invoice setup during the first call.
- Shared common objections in a weekly note that the marketing team later turned into a short FAQ video for prospects.

#### **Sales Intern** — Consumer durables dealership, Kanpur

3-month internship

- Assisted floor staff during the festive season and followed up with walk-in customers, closing 11 appliance sales on EMI schemes.
- Maintained a daily enquiry register that the owner used to plan weekend stock and staffing levels.

### EDUCATION

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#### **BBA, Marketing** — State university, Lucknow

Final-year project on retail credit adoption in small towns

### CERTIFICATIONS AND REGISTRATIONS

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- Certificate in B2B Sales Fundamentals (online)
- HubSpot Inbound Sales course

## LANGUAGES

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English · Hindi · Urdu