Sonali Hasani

Business Development Manager | B2B Sales | Enterprise Sales | Revenue Growth Specialist | MBA (Marketing)
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Professional Summary

Results-driven B2B and sales professional with 8+ years of experience in high-ticket sales, pipeline management, stakeholder engagement, and revenue growth. Skilled in consultative selling, solution selling, CRM-driven sales processes, lead qualification, and customer acquisition. Proven ability to manage large inbound pipelines, exceed sales targets, and drive business expansion across domestic and international markets. Closed 50+ enterprise-level deals with an average deal size of Rs.20 L (partner investment: Rs.35-50 L), contributing to Rs.10 Cr+ in revenue. MBA in Marketing. Seeking SaaS sales, enterprise sales, or business development leadership opportunities.

B2B Sales Competencies

- Consultative Selling & Solution Selling
- Pipeline Management & Sales Funnel Optimization
- Lead Qualification & Inbound / Outbound Sales
- Client Discovery Calls & Product Demonstrations
- CRM Management (Zoho CRM)
- ARR / MRR Tracking & Sales Forecasting
- Enterprise Client Handling & Customer Acquisition
- Customer Success & Client Retention
- Revenue Growth & GTM Execution
- Account Expansion & Cross-functional Collaboration
- KPI Tracking & Sales Reporting Dashboards

Work Experience

Senior Franchise Consultant — Enterprise B2B Sales

CarzSpa | Jul 2021 – Jun 2025 | Surat, India

- Managed 7,000+ inbound sales inquiries annually, qualifying 20-30% into high-potential prospects using structured lead qualification and consultative selling frameworks
- Closed 50+ enterprise-level franchise partnerships at an avg. deal size of Rs.20 L (partner investment: Rs.35-50 L per client), generating Rs.10 Cr+ in total revenue — equivalent to B2B SaaS enterprise account management
- Improved sales funnel conversion rate by ~100% by redesigning lead screening, client discovery, and evaluation processes.
- Reduced client onboarding timelines by 30% by streamlining documentation, payments, and partner coordination workflows; a direct parallel to SaaS customer onboarding and customer success
- Managed end-to-end CRM pipeline tracking, sales reporting dashboards, and KPI reporting for strategic decision-making and sales forecasting
- Facilitated outbound sales outreach and onboarding of international franchise partners, expanding brand presence to new geographies — demonstrating global account expansion capability
- Collaborated with marketing to improve lead quality, reduce drop-offs, and optimize inbound sales funnel performance
- Contributed to GTM execution and market expansion strategy by identifying high-potential cities and markets

Sales Head

Surties | Jul 2020 – Jun 2021

- Consistently achieved 120%+ of sales targets, driving overall revenue growth through structured sales planning and team leadership
- Led and managed a B2B sales team, improving team productivity by 20% via structured coaching, KPI tracking, and performance reviews
- Designed and executed strategic GTM plans resulting in increased market penetration and new customer acquisition
- Strengthened key account relationships, improving client retention rates and generating repeat business — customer success equivalent

Business Development Executive
City Tadka | Aug 2018 – Jul 2020

- Onboarded 50+ local B2B business partners, building strong client relationships through consultative and solution-oriented sales approaches
- Designed and executed targeted lead nurturing campaigns, delivering 30-40% increase in client engagement and measurable ROI improvement
- Managed outbound prospecting and inbound sales follow-ups, optimizing the sales funnel and improving conversion effectiveness by 25%

Education

Master of Business Administration (MBA) — Marketing
Gujarat Technological University | 2015 – 2017

Bachelor of Business Administration (BBA) — Finance
Veer Narmad South Gujarat University | 2012 – 2015

Skills

B2B Sales: enterprise sales, consultative selling, solution selling, outbound sales, inbound sales, customer acquisition, ARR/MRR

CRM & Pipeline: Zoho CRM, pipeline tracking, sales reporting dashboards, sales forecasting, sales funnel optimization

Revenue & Growth: Revenue growth, GTM execution, account expansion, client retention, customer success, lead nurturing, prospecting

Business Development: Franchise development, market expansion, partner onboarding, stakeholder negotiations, client discovery, product demonstrations

Leadership: Team management, sales coaching, KPI tracking, cross-functional collaboration, strategic planning, performance management

Marketing: Digital marketing, social media campaigns, campaign ROI analysis, lead generation, inbound marketing

Languages

English | Hindi | Gujarati | Sindhi