# ANIKET NAIR

Sales Operations Manager

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## Summary

Analytical and strategic-minded professional with a proven track record as a Sales Operations Manager. Expertise in leveraging data-driven insights to drive business growth and optimize operational efficiency. Skilled in leading cross-functional teams, developing and implementing analytics strategies, and delivering actionable recommendations to senior executives. Strong proficiency in data visualization and statistical analysis. Adept at identifying trends, patterns, and opportunities to inform strategic decision-making. Excellent communication skills with the ability to translate complex data concepts into clear and concise reports.

## Core Competencies

Data Analytics · Sales Enablement · Relationship Building · Cross Team Collaboration · Performance Management

## Experience

### BetterPlace

**Manager Salesforce Effectiveness**                                               01/2021 - 05/2023

- Co-authored target setting of sales team in conjunction with Leadership.
- Single-handedly setup CRM platform to streamline sales tracking, project management, revenue, invoice management & ticketing for issues.
- Monitored data hygiene and integrity and identified opportunities to improve data quality.
- Designed and implemented compensation plans to accurately align with business strategic objectives while ensuring earning potential for sales team
- Revamped monthly reporting for leadership team cutting down the required time by 50%.
- Created dashboards to monitor and track key performance indicators.
- Setup weekly revenue process reducing the monthly forecast deviation by 40%.
- Automated routine reporting with dashboards with advanced filters for better insights
- Conceived focused approach with Sales leads through training leading to increase in number of customer meetings by 45% and increased visibility for meetings a week ahead.
- Enhanced the lead filtering process with Marketing & Inside Sales leading to reduction in junk leads by 20% over two months.

### Aditya Birla Finance

**HR Analyst**                                                                      08/2019 - 01/2021

- Spearheaded Accelerate - An onboarding program designed to gather feedback from new joiners from the day of joining till 160th Day & supporting analytics.
- Synthesized current business intelligence data to produce reports and polished presentations, highlighting findings and recommending changes.
- Single-handedly setup and ran Candidate Experience portal to gather and analyze interview feedback from candidates and in conjunction with exit analysis improved the recruitment process by 15%.
- Created metrics and scorecards for measuring employee engagement
- Initiated AI chatbot based employee connects to enable HRBP's to increase reach employees by 25% Developed Work From Home Policy in the organisation leading to cost savings of ~10%..

### SHL

**Associate Operations Analyst**                                                    01/2013 - 08/2019

- Automated monthly MIS for leadership team resulting in saving 50% time required to create reports along with improved accuracy.
- Revamped sales incentive schemes resulting in increased pipeline generation for the period by 30%.
- Worked with sales and consulting teams to fine tune requirement gathering and documentation process resulting in deal closure time by 10%.
- Drafted Competency based interview questionnaire behaviours and subsequently scoring the response provided by the participant
- Which of your achievements match the job you're applying to?
- Coached report writing teams on Excel resulting in improved reporting, reduction of report creation time by 40% along and significant improvements in analytics provided to clients.
- Changed existing processes and implemented new processes to improve efficiency by 80% for sales & consulting teams.
- Coached sales team in successful selling methods and encouraged cross-selling to drive revenue leading to an increase in revenue by 20%
- Restructured the order invoicing processes cutting down number of invoices credited due to errors by 83%.
- Analyzed debtor data and implemented measures resulting in reduction of average debtor days from 65 days to 45 days.
- Developed analytics and presentations that contain insightful and actionable information for client decision making.
- Revamped weekly reviews with sales staff ensuring closure deviation is within 5-10% of the forecasted figure 90% of the times.

# Experience

SHL

**Associate**                                                                                                       02/2012 - 01/2013

- Scoping incoming leads for requirements and handling SME clients.
- Handling product queries for existing clients and providing system training.
- Handling incoming technical queries with respective to platform/product usage/ product understanding Liaised with internal teams for timely resolution of client queries & requirements.
- Worked as the product and backend support for Economic Times Young leadership programme conducted by Economic Times.
- Worked closely with Clients and Sales / Consulting team to understand and detail business process and associated gaps.

# Education

Mumbai University

**MMS (HR)**                                                                                                          2010 - 2012

Dr BAMU University

**BE (EEP)**                                                                                                          2006 - 2010

# Courses & Certificates

Occupational Personality Questionnaire — SHL

Salesforce Administrator — Salesforce Trailhead (in Progress)

# Technical Skills

Salesforce

Power BI

Tableau

SQL

Python

Google Suite

MS Office

Zoho