



AVIROOP BASU

B2B SaaS Sales Professional | 7.5 Years Experience

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PROFESSIONAL SUMMARY

Results-driven B2B SaaS Sales professional with 7.5 years of experience managing full sales cycles, driving revenue growth, and closing high-value deals across SMB, Mid-Market, and Enterprise segments. Proven track record of achieving and exceeding targets, building strong pipelines, and engaging CXO-level stakeholders. Seeking growth-oriented SaaS sales roles in the 12 LPA range.

CORE SKILLS

B2B SaaS Sales • Full-Cycle Sales Management • Lead Generation & Prospecting • Account Management • Enterprise & Mid-Market Sales • Product Demos • Negotiation & Closing • Revenue Forecasting • CRM Tools (Salesforce/HubSpot/Zoho) • Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

Regional Sales Manager

Eazy ERP Technologies Pvt Ltd- Gurgaon | Aug 2023 – Present

- Own end-to-end SaaS sales cycle from discovery to closure, managing qualified pipelines worth ₹50 Lacs-₹1 Cr.
- Consistently achieved 100-130% of quarterly and annual revenue targets.
- Closed high-value B2B SaaS deals with ACVs ranging from ₹15-₹20 Lakh.
- Conducted consultative discovery calls and product demos for CXOs, IT Heads, and

Business Leaders.

- Collaborated with marketing, pre-sales, and customer success teams to improve win rates and retention.
- Maintained accurate forecasting and reporting using CRM tools.

Business Development Manager

Pocket smHRtech Pvt Ltd (Pocket HRMS) – Mumbai | Jan 2021 – Aug 2023

- Generated new business through outbound prospecting, inbound leads, and partner referrals.
- Built and managed a healthy sales pipeline contributing ₹60 Lakh+ in annual revenue.
- Improved lead-to-opportunity conversion rate by 65% through effective qualification.
- Identified upsell and cross-sell opportunities within existing accounts.

Business Development Executive

Mindsbeam Technologies Pvt Ltd – Chennai | July 2018 – Jan 2021

- Handled cold calling, email campaigns, and LinkedIn outreach for B2B prospects.
- Qualified leads and scheduled demos for senior sales managers.
- Consistently met monthly KPIs for meetings booked and opportunities created.

KEY ACHIEVEMENTS

- Top Performer – Q2 / FY2024-2025
- Closed ₹36 Lakhs + cumulative SaaS revenue
- Reduced average sales cycle by 40%
- Recognized for customer retention and account expansion

EDUCATION

Bachelors In Technology – Electronics and Communication

Neotia Institute of Technology Management and Science – Kolkata | 2014-2018

TOOLS & TECHNOLOGIES

CRM: Salesforce, HubSpot, Zoho

Sales Tools: LinkedIn Sales Navigator, Apollo, ZoomInfo

Communication: Zoom, Google Meet, MS Teams

ADDITIONAL INFORMATION

Expected CTC: ₹12 LPA

Notice Period: 15 Days

Willingness to Relocate: Yes