

Curriculum Vitae

RITA SINGH.

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INSIDE SALES MANAGER | B2B | REVENUE GROWTH

Inside Sales Manager with 13+ years of experience driving B2B and FMCG revenue through lead conversion, distributor management, key accounts, and CRM-driven sales operations. Proven ability to achieve targets, improve conversion ratios, and build long-term client relationships. Seeking an Inside Sales Manager role in a growth-focused organization.

CORE SKILLS

Inside Sales Management, B2B Sales, Revenue Target Achievement, Lead-to-Closure, Key Account Management, Distributor Onboarding, CRM Pipeline Management, Sales Forecasting, Client Retention, Negotiation & Deal Closure, Salesforce, Zoho CRM, ERP, MIS & Sales Reporting

PROFESSIONAL EXPERIENCE

Sales Manager – Inside Sales & B2B

Jalannagar Development Pvt. Ltd. (Tea Industry, FMCG) | Feb 2018 – Present

- Manage pan-India inside sales operations for a tea manufacturing company. Buying and selling tea- in domestic and international market.
- Achieved double-digit year-on-year revenue growth through channel expansion
- Handled key accounts, distributors, and bulk buyers ensuring repeat business
- Generated B2B leads via trade expos, networking, and online platforms
- Coordinated pre-sales, order processing, and post-sales support
- Used CRM/ERP reporting to track pipeline and forecast revenue
- Handling and coordinating with international clients from US and Australia regarding rates bargaining and fixing with other required details. Its completely pre sales with them.

Chief Sales Officer / Branch Sales Head Widex /

Amplifon India | Dec 2015 – Jan 2018

- Led inside sales and branch operations meeting monthly targets
- Drove customer acquisition through lead follow-ups
- Improved client retention through solution-based selling

Customer Sales Executive – Inside Sales

Matrix Cellular International Services Ltd. | Jan 2013 – Dec 2015

- Handled inside sales, lead generation, and CRM data management
- Supported deal closures through consistent follow-ups

EDUCATIONAL QUALIFICATION

M.A. – Maulana Azad College

B.A. (Hons.) – Dinabandhu Institution

Personal Details

Language : English , Hindi , Bengali

Date of Birth : 9-10-1983

Marital status :Married

Permanent Residence : Howrah, Shibpur

Current salary : 6.5 LPA

Notice Period :30 days

CTC- 6.5lac

Expected-8.5 to 9.5 lac.