

Kalyan Kapdekar

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PROFILE

B2B & B2C sales professional with a proven track record of **driving revenue, building strong client relationships, and simplifying complex solutions** across Health & Wellness, Manufacturing, and Banking. Adept at **consultative selling, pipeline management, and customer education**, ensuring prospects make informed decisions that lead to long-term partnerships. Naturally **curious, resilient, and detail-oriented**, consistently exceeding sales targets while managing high-volume outreach.

EMPLOYMENT HISTORY

Sales Development Representative - Emirates NBD Global Services (formerly Tanfeeth) | Banking
Nov 2024 – Present

- Identifying customer pain points and tailoring financial solutions, increasing conversion rates.
- Handling **140+ calls daily**, using a structured discovery framework to qualify leads effectively.
- Cross-selling banking products like **Personal Finance and Auto Finance**, maximizing customer value.
- Surpassed targets, **generating AED 1M+ in the first month and scaling to AED 2M+ in the second.**
- **Achieved a 9% conversion rate**—highest in the team—while maintaining a **KPI of 1 (out of 5)**

Sales Manager - Generation Hench Private Limited | Health & Wellness
May 2022 — Aug 2024

- **Recruited & trained 3 Sales Development Reps** for outreach strategies that generated consistent lead flow.
- Used **Zoho for lead qualification, deadline driven discounts and scarcity marketing** to convert high intent leads.
- Managed key metrics for sales staff and coaches: **lead-to-customer conversion, demo-to-sale rates, and churn.**
- Incentivized clients for referrals, as a result every 4th person was referred which **lowered Customer Acquisition Cost by 23%**

Sales Executive
Aug 2021 — May 2022

- **Made 10,000+ cold calls and catered to 3,500+ physical inquiries**, driving gym membership sign-ups and filling group fitness batches to **95% capacity.**
- Built B2B partnerships for corporate wellness programs, **contributing 32% of total gym revenue** in FY24.
- Achieved a **79% show rate** for gym tours and a **93% booked-to-close ratio** by optimizing demo slots.
- Boosted gym membership **Average Order Value by 12%** through strategic **upselling of family plans, personal training sessions, and nutrition consultations**, while sustaining a **97% customer satisfaction rate.**

Senior Marketing Executive - Autopress India Private Limited – Stahl | Manufacturing
Oct 2022 — Oct 2023 (Project Based)

- Partnered **with chefs, lifestyle influencers and specialised agencies** to drive brand awareness and launch performance campaigns.
- Cooking, Community & Cookware - Led **9 high-impact campaigns focused on the topic.**
- **Implemented WhatsApp & email flows to cut cart abandonment by 14%**, lifting purchase completion rates.
- Thoroughly researched **Direct Response Ads Increased ROAS from 6x to 8x**, driving better ad performance.
- **Grew brand searches by 21% and Instagram following from 5.7k to 20.9k in just four months.**

TECHNICAL SKILLS

Salesforce | HubSpot | **LinkedIn Sales Navigator** | Apollo.io | Google Workspace | **Figma** | **Mailchimp** | Notion | Claude AI

EDUCATION

Bachelor of Business Administration - **International Business**, Savitribai Phule Pune University
Jun 2017 — Jun 2020
