

Prashant Sobti

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PROFESSIONAL SUMMARY

Dynamic Sales and Business Development Leader with 22+ years of progressive experience driving revenue growth, building high-performing teams, and managing enterprise, SMB, and retail accounts across telecom, technology, and consumer product sectors. Proven record of strategic planning, pipeline optimization, and client relationship management that consistently delivers measurable business outcomes. Adept at leading regional and national sales initiatives, launching new product lines, and executing go-to-market strategies in competitive industries.

CORE COMPETENCIES

Business Development • Strategic Sales Leadership • Account & Relationship Management • B2B & B2C Sales • Cross-Functional Team Leadership • Operations & Process Optimization • Revenue & Profit Growth • Pipeline Forecasting & Data Analytics • Negotiation & Contract Management • CRM & Salesforce Proficiency • Customer Experience & Retention • Team Training & Performance Coaching

PROFESSIONAL EXPERIENCE

Sales Manager – West Coast Floors | Surrey, BC, Canada | Mar 2023 – Oct 2025

- Managed a team of 4 sales professionals, exceeding sales targets and increasing revenue by 15% annually.
- Sold and promoted laminate, vinyl, engineered wood, and tile flooring solutions to residential and commercial customers.
- Streamlined sales operations through efficient pipeline tracking, inventory forecasting, and CRM utilization.
- Implemented targeted upselling strategies to maximize profitability and customer satisfaction.

General Manager – Enterprise Business – Tata Teleservices Ltd. | India | Jul 2021 – Mar 2023

- Directed a team of 55 sales professionals generating \$500K in monthly recurring revenue.
- Spearheaded sales strategies for digital connectivity, cloud, SaaS, and network infrastructure solutions, achieving 20% growth YoY.
- Enhanced sales visibility through Power BI dashboards and data-driven performance management.
- Mentored account managers, optimizing productivity and retention through structured development plans.

Business Development Head – Enterprise Business Unit (North) – Tata Teleservices Ltd. | India | Apr 2015 – Jul 2021

- Oversaw product portfolios in networking, managed services, and voice solutions, implementing channel and direct sales strategies.
- Managed regional expansion planning, cluster performance, and pipeline efficiency.
- Collaborated with leadership to drive market entry and account acquisition across Northern India.

Cluster Head – SME Sales – Tata Teleservices Ltd. | India | Sep 2012 – Apr 2015

- Led partner and channel teams to expand SME sales across the Delhi/NCR market.
- Designed and rolled out sales enablement and incentive programs that increased partner engagement by 25%.

Senior Manager – Sales – Tata Communications | India | Jul 2009 – Sep 2012

Manager – Sales – Reliance Communications | India | Feb 2008 – Jul 2009

Assistant Manager – Channel Sales – Bharti Airtel | India | Jun 2006 – Feb 2008

Territory Sales Manager – Hughes Communications | India | Dec 2004 – Jun 2006

EDUCATION

Post Graduate Diploma in Business Management (Sales & Marketing) – 2003

Bachelor of Engineering (Mechanical) – 2000

ACHIEVEMENTS & AWARDS

- “Best Performer in Sales” and “Super Star” award winner across multiple years.
- Selected for Tata Group Emerging Leadership Program, Fisher College of Business, The Ohio State University (USA).
- CEO Standing Ovation Award for exceptional contribution to enterprise growth.
- Certificate of Merit – Global Business Skills Program.

TECHNICAL & SOFT SKILLS

Salesforce • CRM • Microsoft Office Suite • Business Analytics • Strategic Planning • Decision-Making • Negotiation • Leadership • Communication • Conflict Resolution • Customer Engagement