



ARNAV RAO

Sales Executive

consultative selling, discovery, CRM

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FICTIONAL SAMPLE - all employers, qualifications and outcomes are illustrative and unverified.

EXECUTIVE SUMMARY

Sales Executive with an illustrative 13-year career in business-to-business selling and commercial relationships. Combines consultative selling, discovery, crm with disciplined documentation, practical coordination and clear communication. The sample career progresses from focused execution to independent workstream ownership, with responsibilities and boundaries described for each appointment.

Selected work includes discovery-led sales process, renewal conversation plan and sales-to-delivery handoff. These examples explain the original problem, individual contribution, deliverables, review approach and remaining limitations rather than relying on unsupported headline claims.

Prepared for experienced sales executive opportunities requiring dependable delivery, thoughtful professional judgement and collaboration. The qualification narrative includes MBA in Sales Management. Every named organisation and outcome in this record is fictional; professional eligibility is not independently established.

AT A GLANCE

13 years ILLUSTRATIVE CAREER	4 CAREER APPOINTMENTS	3 WORK EXAMPLES	2 EDUCATION RECORDS
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CORE COMPETENCIES

- consultative selling / discovery
- CRM / proposal writing
- negotiation / pipeline reviews
- follow-up / account handover

PROFESSIONAL MISSION

Turn a clear brief into dependable business-to-business selling and commercial relationships work: understand the context, apply consultative selling and discovery, record the evidence and explain the limitations before handover.

Career family: Sales & Business Development | Snapshot: 2026-09-22

PROFESSIONAL EXPERIENCE / RECENT

Sales Executive

Meridian Commercial Services (fictional)

Jul 2022 - Present | Bengaluru, India

Independent ownership of scoped sales executive work, coordinating contributors and making review requirements explicit. Includes the first two selected work examples.

- Introduced structured discovery and qualification notes.
- Mapped review dates and documented customer needs.
- Led brief clarification and prioritised work using consultative selling, discovery and crm. Raised unresolved constraints before committing to the next stage.
- Coordinated peer reviews and handover preparation; used a discovery and opportunity brief to distinguish completed work, assumptions and follow-up needs.
- Supported colleagues with practical examples of proposal writing and maintained a concise learning record after important assignments.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Senior Sales Executive

Northline Commercial Services (fictional)

Jul 2018 - Jun 2022 | Bengaluru, India

Owned defined assignments and supported cross-functional coordination. Developed deeper practice in crm and proposal writing.

- Created an agreed scope and ownership checklist.
- Translated incoming requirements into a sequenced plan and aligned responsibilities with the project or service owner.
- Applied negotiation and pipeline reviews to resolve delivery questions while maintaining source and decision notes.
- Introduced reusable working documents and reviewed exceptions with the responsible specialist rather than silently changing scope.
- Prepared a reviewed pipeline and handover record so the next team could understand the work and remaining questions.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

PROFESSIONAL WORKING PRINCIPLES

- Clarify customer needs, decision processes and service fit before committing to a proposal.
- Maintain accurate opportunity records and separate pipeline estimates from booked business.
- Coordinate commercial promises with delivery capacity and approved pricing authority.

PROFESSIONAL EXPERIENCE / EARLIER

Sales Executive

Cedarbridge Commercial Services (fictional)

Jul 2015 - Jun 2018 | Bengaluru, India

Progressed from supported tasks to independently managed assignments, with review available for unfamiliar or higher-risk decisions.

- Handled recurring work involving consultative selling and discovery using a documented preparation and review process.
- Supported renewal conversation plan by organising inputs, maintaining issue notes and incorporating reviewer feedback.
- Coordinated colleagues and internal stakeholders using concise status updates, clear questions and agreed next steps.
- Improved record consistency through follow-up and documented handover expectations.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Assistant Sales Executive

Cedarbridge Commercial Services (fictional)

Jul 2013 - Jun 2015 | Bengaluru, India

Built practical foundations through supervised assignments, routine documentation and feedback from experienced colleagues.

- Assisted with consultative selling and crm within an agreed scope and escalated unfamiliar work.
- Prepared inputs and checked completeness before passing work to the responsible reviewer.
- Maintained task records and learned to communicate assumptions, constraints and observed problems clearly.
- Applied review feedback to subsequent assignments and developed a dependable working routine.

Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

SELECTED CONTRIBUTIONS

Discovery-led sales process. Introduced structured discovery and qualification notes. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Renewal conversation plan. Mapped review dates and documented customer needs. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Sales-to-delivery handoff. Created an agreed scope and ownership checklist. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

SELECTED WORK / 01

Discovery-led sales process

P1 | Jan 2023 - Jun 2023 | FICTIONAL WORK EXAMPLE

Context. Fictional internal work programme in business-to-business selling and commercial relationships; not a real client case study.

Problem. Early proposals did not reflect buyer priorities.

Objective. Create a workable response to this issue through consultative selling, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Contribution and ownership. Sales Executive; owned the stated workstream, not the full organisation or every collaborator contribution.

- Introduced structured discovery and qualification notes.
- Prepared the scope with the commissioning team, identified unresolved inputs and used consultative selling to turn the brief into a sequenced work package.
- Applied discovery and crm while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. consultative selling / discovery / CRM / proposal writing

Deliverables. Discovery-led sales process - scoped brief; Discovery-led sales process - reviewed working package; Discovery-led sales process - handover and learning summary

Review. Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a discovery and opportunity brief and a named human reviewer.

Illustrative outcome: the team adopted a repeatable approach for discovery-led sales process, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): discovery and opportunity brief; proposal or account plan; reviewed pipeline and handover record.

SPECIALIST PRACTICE

Commercial integrity

The sample focuses on consultative selling, discovery, crm. Approvals, supervision and specialist input are identified in each work package; work outside this scope is referred to the designated responsible person.

Peer learning and practical guidance. Created short examples on consultative selling and proposal writing for colleagues. Separated personal preferences from agreed team procedures and recorded useful questions.

Review and handover discipline. Facilitated practical reviews of renewal conversation plan, ensuring that unresolved issues retained a named owner rather than disappearing from final presentations.

Sample account values and outcomes are fictional; customer names and commitments are not real endorsements.

SELECTED WORK / 02 AND 03

Renewal conversation plan

P2 | Jan 2024 - Jun 2024 | Meridian Commercial Services (fictional)

Problem. Accounts were contacted only near contract expiry.

Objective. Create a workable response to this issue through discovery, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Ownership. Sales Executive; owned the stated workstream, not the full organisation or every collaborator contribution.

- Mapped review dates and documented customer needs.
- Prepared the scope with the commissioning team, identified unresolved inputs and used crm to turn the brief into a sequenced work package.
- Applied proposal writing and negotiation while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. discovery / CRM / proposal writing / negotiation

Delivered. Renewal conversation plan - scoped brief; Renewal conversation plan - reviewed working package; Renewal conversation plan - handover and learning summary

Illustrative outcome: the team adopted a repeatable approach for renewal conversation plan, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): discovery and opportunity brief; proposal or account plan; reviewed pipeline and handover record.

Sales-to-delivery handoff

P3 | Jan 2019 - Jun 2019 | Northline Commercial Services (fictional)

Problem. Implementation teams received incomplete commitments.

Objective. Create a workable response to this issue through crm, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up.

Ownership. Sales Executive; owned the stated workstream, not the full organisation or every collaborator contribution.

- Created an agreed scope and ownership checklist.
- Prepared the scope with the commissioning team, identified unresolved inputs and used negotiation to turn the brief into a sequenced work package.
- Applied pipeline reviews and follow-up while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes.
- Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed.

Methods. CRM / proposal writing / negotiation / pipeline reviews

Delivered. Sales-to-delivery handoff - scoped brief; Sales-to-delivery handoff - reviewed working package; Sales-to-delivery handoff - handover and learning summary

Illustrative outcome: the team adopted a repeatable approach for sales-to-delivery handoff, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied.

Suggested evidence (not supplied): discovery and opportunity brief; proposal or account plan; reviewed pipeline and handover record.

EDUCATION AND SPECIALIST LEARNING

MBA in Sales Management

Asterbridge Institute of Professional Studies (fictional institution)
Jul 2011 - May 2013 | completed - fictional record
Focus: consultative selling, discovery, proposal writing. Specialist study on discovery-led sales process; an illustrative learning project, not a published result.

BBA in Marketing

Cedarhaven College of Applied Studies (fictional institution)
Jul 2008 - May 2011 | completed - fictional record
Focus: CRM, negotiation, pipeline reviews. Applied coursework in consultative selling, documentation and reviewed practical assignments.

CONTINUING PROFESSIONAL DEVELOPMENT

Consultative discovery workshop (2023). Consultative selling and proposal writing in the context of sales executive work. Used reflective exercises and a bounded practice example related to discovery-led sales process.

Commercial negotiation practicum (2024). Discovery and negotiation in the context of sales executive work. Used reflective exercises and a bounded practice example related to renewal conversation plan.

Account planning case clinic (2025). Crm and pipeline reviews in the context of sales executive work. Used reflective exercises and a bounded practice example related to sales-to-delivery handoff.

Provider for these illustrative learning records: Meridian Professional Learning Studio (fictional). Not a licence or certification.

LANGUAGES AND WORKING PREFERENCES

English and Hindi - professional working proficiency in this fictional record.

Work arrangement: hybrid; remote feasibility discussed per role. Relocation: open to discussion - sample preference. Availability: not confirmed; discuss before an interview.

CREDENTIAL AND EVIDENCE STATUS

Sample account values and outcomes are fictional; customer names and commitments are not real endorsements.

Synthetic qualification and institution names illustrate profile fields only; they are not a validated qualification route or recognised accreditation claim.

No real referee, endorsement, award, publication, membership or licence is supplied.

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Contact placeholder: arnav.rao@example.com. No phone, live profile URL or verified reference is supplied.

Complete machine-readable data: profile.json. Interactive companion: portfolio.html. Reference CV used for structure only; this is not Ajay Prajapat's biography.