



VIVAAN RAO

Sales Development Representative

account research, outbound messaging, lead qualification

Hyderabad, India | vivaan.rao@example.com | ROLE 11-05

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

EXECUTIVE SUMMARY

Sales Development Representative with an illustrative 12-year career in business-to-business selling and commercial relationships. Combines account research, outbound messaging, lead qualification 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 target-account research workflow, qualified meeting handover and outreach learning cycle. 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 development representative opportunities requiring dependable delivery, thoughtful professional judgement and collaboration. The qualification narrative includes Postgraduate diploma in Business Communication. Every named organisation and outcome in this record is fictional; professional eligibility is not independently established.

AT A GLANCE

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

- account research / outbound messaging
- lead qualification / CRM hygiene
- call preparation / follow-up
- meeting coordination / segmentation

PROFESSIONAL MISSION

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

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

PROFESSIONAL EXPERIENCE / RECENT

Sales Development Representative

Meridian Commercial Services (fictional)

Jul 2023 - Present | Hyderabad, India

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

- Documented account triggers and concise outreach hypotheses.
- Captured needs and next-step expectations in a standard brief.
- Led brief clarification and prioritised work using account research, outbound messaging and lead qualification. 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 crm hygiene and maintained a concise learning record after important assignments.

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

Senior Sales Development Representative

Northline Commercial Services (fictional)

Jul 2019 - Jun 2023 | Hyderabad, India

Owned defined assignments and supported cross-functional coordination. Developed deeper practice in lead qualification and crm hygiene.

- Reviewed reply categories and maintained experiment notes.
- Translated incoming requirements into a sequenced plan and aligned responsibilities with the project or service owner.
- Applied call preparation and follow-up 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 Development Representative

Cedarbridge Commercial Services (fictional)

Jul 2016 - Jun 2019 | Hyderabad, India

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

- Handled recurring work involving account research and outbound messaging using a documented preparation and review process.
- Supported qualified meeting handover 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 meeting coordination and documented handover expectations.

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

Assistant Sales Development Representative

Cedarbridge Commercial Services (fictional)

Jul 2014 - Jun 2016 | Hyderabad, India

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

- Assisted with account research and lead qualification 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

Target-account research workflow. Documented account triggers and concise outreach hypotheses. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Qualified meeting handover. Captured needs and next-step expectations in a standard brief. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Outreach learning cycle. Reviewed reply categories and maintained experiment notes. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

SELECTED WORK / 01

Target-account research workflow

P1 | Jan 2024 - Jun 2024 | FICTIONAL WORK EXAMPLE

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

Problem. Outbound activity lacked role-relevant context.

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

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

- Documented account triggers and concise outreach hypotheses.
- Prepared the scope with the commissioning team, identified unresolved inputs and used account research to turn the brief into a sequenced work package.
- Applied outbound messaging and lead qualification 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. account research / outbound messaging / lead qualification / CRM hygiene

Deliverables. Target-account research workflow - scoped brief; Target-account research workflow - reviewed working package; Target-account research workflow - 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 target-account research workflow, 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 account research, outbound messaging, lead qualification. 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 account research and crm hygiene for colleagues. Separated personal preferences from agreed team procedures and recorded useful questions.

Review and handover discipline. Facilitated practical reviews of qualified meeting handover, 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

Qualified meeting handover

P2 | Jan 2025 - Jun 2025 | Meridian Commercial Services (fictional)

Problem. Account executives repeated basic discovery.

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

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

- Captured needs and next-step expectations in a standard brief.
- Prepared the scope with the commissioning team, identified unresolved inputs and used lead qualification to turn the brief into a sequenced work package.
- Applied crm hygiene and call preparation 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. outbound messaging / lead qualification / CRM hygiene / call preparation

Delivered. Qualified meeting handover - scoped brief; Qualified meeting handover - reviewed working package; Qualified meeting handover - handover and learning summary

Illustrative outcome: the team adopted a repeatable approach for qualified meeting handover, 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.

Outreach learning cycle

P3 | Jan 2020 - Jun 2020 | Northline Commercial Services (fictional)

Problem. Message changes were made without feedback.

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

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

- Reviewed reply categories and maintained experiment notes.
- Prepared the scope with the commissioning team, identified unresolved inputs and used call preparation to turn the brief into a sequenced work package.
- Applied follow-up and meeting coordination 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. lead qualification / CRM hygiene / call preparation / follow-up

Delivered. Outreach learning cycle - scoped brief; Outreach learning cycle - reviewed working package; Outreach learning cycle - handover and learning summary

Illustrative outcome: the team adopted a repeatable approach for outreach learning cycle, 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

Postgraduate diploma in Business Communication

Asterbridge Institute of Professional Studies (fictional institution)
Jul 2013 - May 2014 | completed - fictional record
Focus: account research, outbound messaging, CRM hygiene. Specialist study on target-account research workflow; an illustrative learning project, not a published result.

BBA in Marketing

Cedarhaven College of Applied Studies (fictional institution)
Jul 2010 - May 2013 | completed - fictional record
Focus: lead qualification, call preparation, follow-up. Applied coursework in account research, documentation and reviewed practical assignments.

CONTINUING PROFESSIONAL DEVELOPMENT

Consultative discovery workshop (2023). Account research and crm hygiene in the context of sales development representative work. Used reflective exercises and a bounded practice example related to target-account research workflow.

Commercial negotiation practicum (2024). Outbound messaging and call preparation in the context of sales development representative work. Used reflective exercises and a bounded practice example related to qualified meeting handover.

Account planning case clinic (2025). Lead qualification and follow-up in the context of sales development representative work. Used reflective exercises and a bounded practice example related to outreach learning cycle.

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.

Use for templates, product demonstrations and test data only. Replace fictional claims and remove the demo label only after approval of real candidate information.

Contact placeholder: vivaan.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.