

Yash Singh

B2B & B2C Sales Professional | Payment Solutions & Merchant Acquisition

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CAREER OBJECTIVE

Results-driven sales professional with over 3+ years of experience in B2B and B2C sales, seeking to contribute proven strategies and relationship-building skills to achieve revenue targets and expand market presence at a dynamic organization.

KEY SKILLS & CORE COMPETENCIES

- Revenue Generating Strategies
- Sales Process Engineering
- Cross-Selling & Upselling
- Client Relationship Management
- Business Networking
- Order Management
- Lead Development
- Product Demonstrations
- Merchant Acquisition
- Payment Gateway Solutions
- Key Account Management
- Sales Presentations & Pitches

PROFESSIONAL EXPERIENCE

Executive — NTT Data Payment Services India Private Limited

Varanasi, India | Nov 2023 – Present

- Managed a portfolio of 100+ mid to large education and government clients, ensuring high levels of satisfaction and retention.
- Drove cross-selling and up-selling of payment gateway solutions across institutional client portfolios.
- Acted as the primary point of contact between clients and internal technical/support teams, facilitating seamless onboarding, integration, and issue resolution.
- Achieved more than 85% client retention rate and exceeded quarterly sales targets by an average of 20% over the last 6 quarters.
- Managed strategic relationships with leading partner banks to drive acquisition of merchants for digital payment solutions.
- Worked closely with bank RM teams to jointly pitch payment gateway services to education and government clients, resulting in growth in merchant acquisition through banking channels.
- Delivered training sessions and product demos for bank personnel across branches and corporate banking units to promote payment solutions.
- Ensured compliance with banking guidelines, KYC norms, and RBI mandates while onboarding merchants through bank-led channels.

Sales Officer — HDB Financial Services (Acquired by HDFC Bank)

Lucknow, India | Oct 2021 – Nov 2023

- Served as Sales Officer in HDB Financial Services, building and maintaining robust merchant relationships.
- Developed comprehensive understanding of payment products and consistently aligned solutions with key customer requirements.
- Engaged in active cross-selling and upselling of banking and digital payment products.
- Converted leads through targeted pitches and presentations of bank digital products to leads referred by branch banking.
- Sourced 70% of leads from in-house banking referrals and 30% directly from market field networking.
- Conducted monthly and quarterly reviews with all Key Accounts, submitting timely intelligence reports to concerned authorities.
- Extensive experience selling to government institutions, schools, and colleges.
- Awarded and recognized by the bank for outstanding sales performance.

Trainee — CREATE (Centre for Rural Entrepreneurship and Technical Education)

Lucknow, India | Jul 2020 – Dec 2020

- Worked alongside senior team members to learn operational responsibilities and related job processes.
- Assisted senior personnel to troubleshoot and diagnose equipment-related issues.
- Attended training sessions and meetings to acquire new operational knowledge and develop professional skills.

KEY ACHIEVEMENTS & AWARDS

- Awarded Best Performer in PG Sales Team for financial year 2023–2024 (NTT Data Payment Services).
- Awarded Best Performer in PG Sales Team for Highest Hunting.
- Achieved 85%+ client retention rate across 100+ mid-to-large institutional accounts.
- Maintained an average of 20% quarterly sales-target overachievement across 6 consecutive quarters.

EDUCATION

• Master of Social Work (MSW)	Dr. Shakuntala Misra National Rehabilitation University, Lucknow	2021
• Bachelor of Commerce (B.Com)	University of Lucknow, Lucknow	2019
• Intermediate (12th)	Rani Laxmi Bai Senior Secondary School, Lucknow	2016
• High School (10th)	Rani Laxmi Bai Senior Secondary School, Lucknow	2014