


# Velappan Pradeep



Over the span of 22 years, have contributed to the financial success of leading Telecom, IT, and Hospitality companies like Atic data, NCR, Hcl, and Taj, generating annual revenue exceeding 100 crores, in this tenure have led and managed sales teams and operations across diverse sectors for more than 15 years.

In the last nine years, my primary focus has shifted towards Training, Coaching, and Consulting Through these initiatives, played a crucial role in helping businesses gain clients, experience significant growth and facilitating organizational performance improvement through the transformation of behaviours and mindsets

## Professional Experience Achievements

Organization	Position	Achievement
 ATIC Data Systems Private Limited	Vice President	<b>Performance Improvement:</b> - Business acumen to analyse an Organization's critical business requirements, attained a <b>12% annual Incremental</b> to the bottom line.
 REYS HOTELS	Chief Sales Officer	<b>Sales Strategy:</b> - Revenue <b>growth of 62%</b> for Room Rev and 28% Revenue for Available Room in the very 1st year of my tenure
 NCR	India Sales Telecon & Technology	<b>Key Accounts:</b> - Augmented the business revenue by signing a contract of \$ <b>4 MN</b> with a global telecom player from India
 HCL HCL INFOSYSTEMS LTD.	National Sales Head	<b>Customer Centric Approach:</b> - The approach assisted a <b>98% customer retention</b> and a growth of 40% Year on Year in services billing.
 ARYA OMNITALK ARUNACHAL PRADESH TOURISM DEVELOPMENT CORP. LTD.	Chief Manager	<b>People Orientation:</b> - Resulted in no attrition in the sales team and achieving <b>market share of 58% from 10%</b> in 4 years.

**Domain Knowledge:** Over the past 9 years, I have partnered with a variety of businesses catering to different industries such as Automotive, BFSI, IT, Manufacturing, Realty, and Service. Through this collaboration, I have conducted over 500 workshops both offline and online, reaching out to more than 10,000 attendees, these workshops have had a positive impact and assisted them enhance their skills and knowledge

## Topic of training expertise

Collaboration	Leadership	People Effectiveness	Sales & Customer Centricity
Influential Communication	Difficult Conversation, Feedback	Creativity, Problem-Solving, Decision Making	Customer Excellence & Customer Mind-Set
Brand Called You	Diversity, Inclusion, Bias	Conflict Management	Key Accounts Management
Presentation,	Emotional Intelligence	Delegation	Objection Handling
Team Building	Risk Mitigation	Goals and Vision	Partner, Channel Sales
Bolton & Bolton Style Flexing	Strategy, Change, Culture	Innovation, Agile & Design Thinking	Persuasion, Influencing & Negotiation
The Art of Relationship Building	Trust, Phycological Safety	Intrapreneurship, Ownership, Accountability	Sales (Direct, Channel) Management

**Coaching & Consulting** The objective is to assist leaders in navigating unfamiliar terrain by enabling individuals within the company to cultivate their abilities, expertise, and principles. This will be accomplished by enabling individuals to achieve success in a variety of domains, such as defining objectives and targets, formulating a distinct vision and mission statement, boosting performance, devising strategic business plans, fostering business growth, and practicing effective leadership.

## Significant Client Partnerships



## Certification & Credentials

Group Facilitation Method by Shankar Jadhav from The Institute Of Cultural Affairs

Transaction Analysis by Parag Gandhi from ICTA

Certified Coach & Process Architect in Sales from Liberation Coaches

Key Accounts & Sales Management from NCR University Atlanta USA.

Emotional Intelligence & Nlp Practitioner by Dr Doris Greenwood from the society of NLP USA.

DCIS Behavioural training from Dale Carnegie India

## Education

PG Diploma in Marketing management

Diploma in Professional Digital Marketing

Graduate in Hotel Management

## Contact Details

+91 98677 19001  
vpradeep2870@gmail.com  
[www.linkedin.com/in/velappan-pradeep](https://www.linkedin.com/in/velappan-pradeep)

Video Testimonial