

Sales funnel management

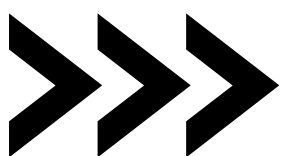
Employer: Ambipar Environment.

Position: Remote position as Senior Commercial Analyst

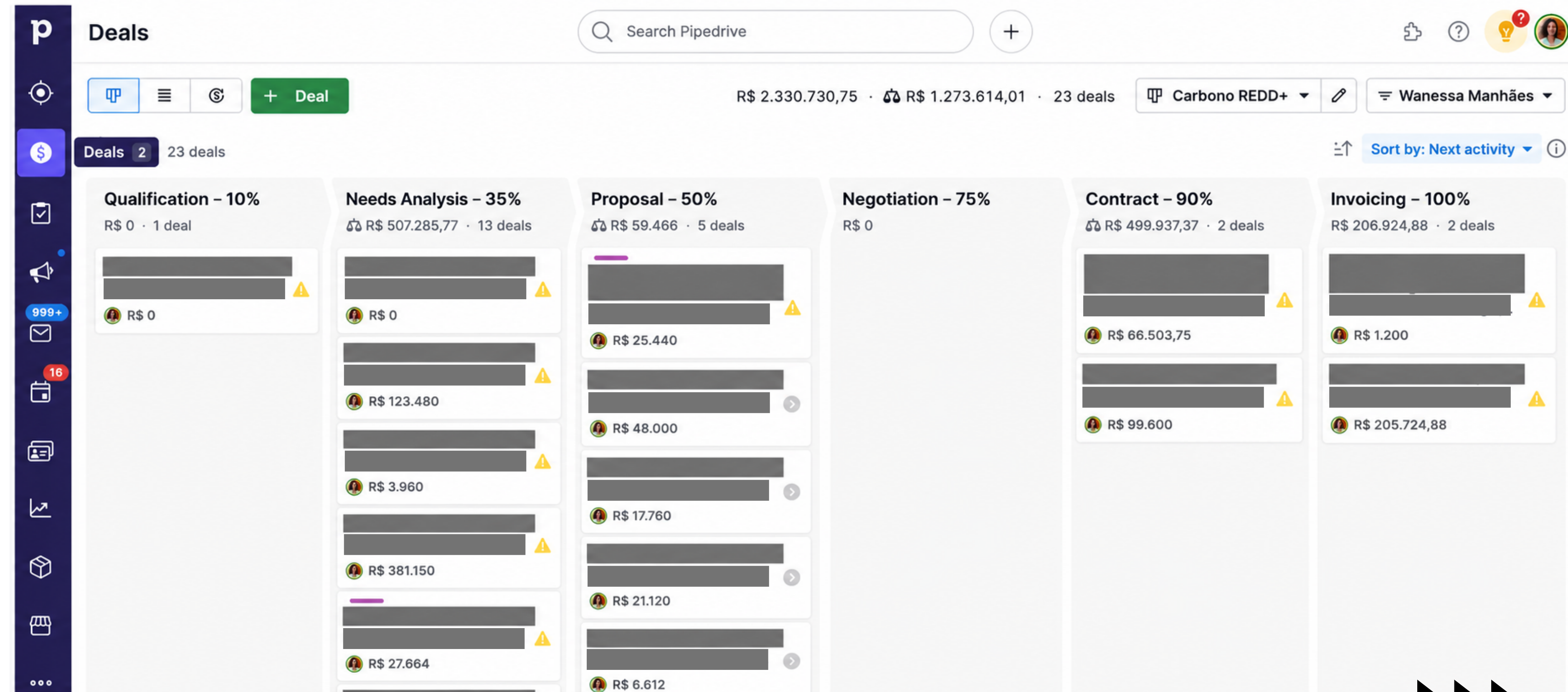
Job description: Responsible for structuring and managing the company's sales process end to end. Built the CRM (Pipedrive) setup from scratch, designing the pipeline stages and standardizing how deals were tracked across the sales cycle. Conducted market research to identify new leads and prospects, and drove sales performance to increase proposal conversion rates. Provided client support across Brazil (Portuguese) and Europe (English) through live chat, WhatsApp, email, and phone, and produced regular sales reports in close collaboration with the marketing team.

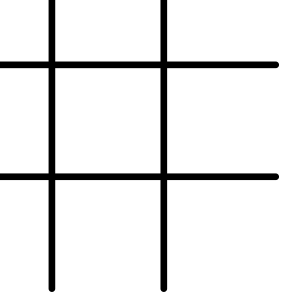
My Results:

- **Designed and implemented a new Pipedrive account, structuring a more efficient sales funnel from the ground up.**
- **Achieved a 40% proposal conversion rate (company goal: above 35%).**
- **Reached a client NPS score of 9.1 (company goal: above 8.5).**



Sales funnel management





Proposal conversion rate

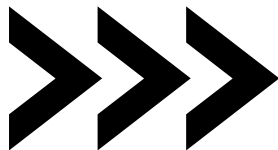
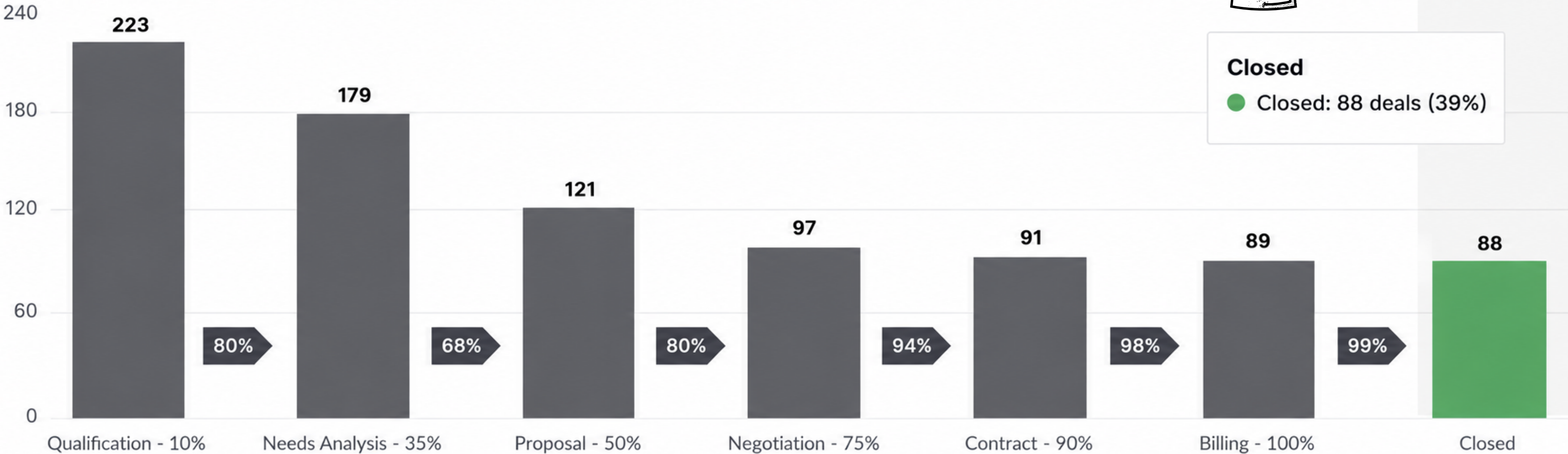
Win Rate is 40% ⓘ

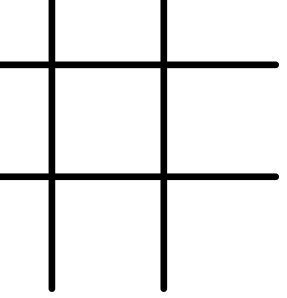
To close 1 deal, you need to add 3 deals on average.



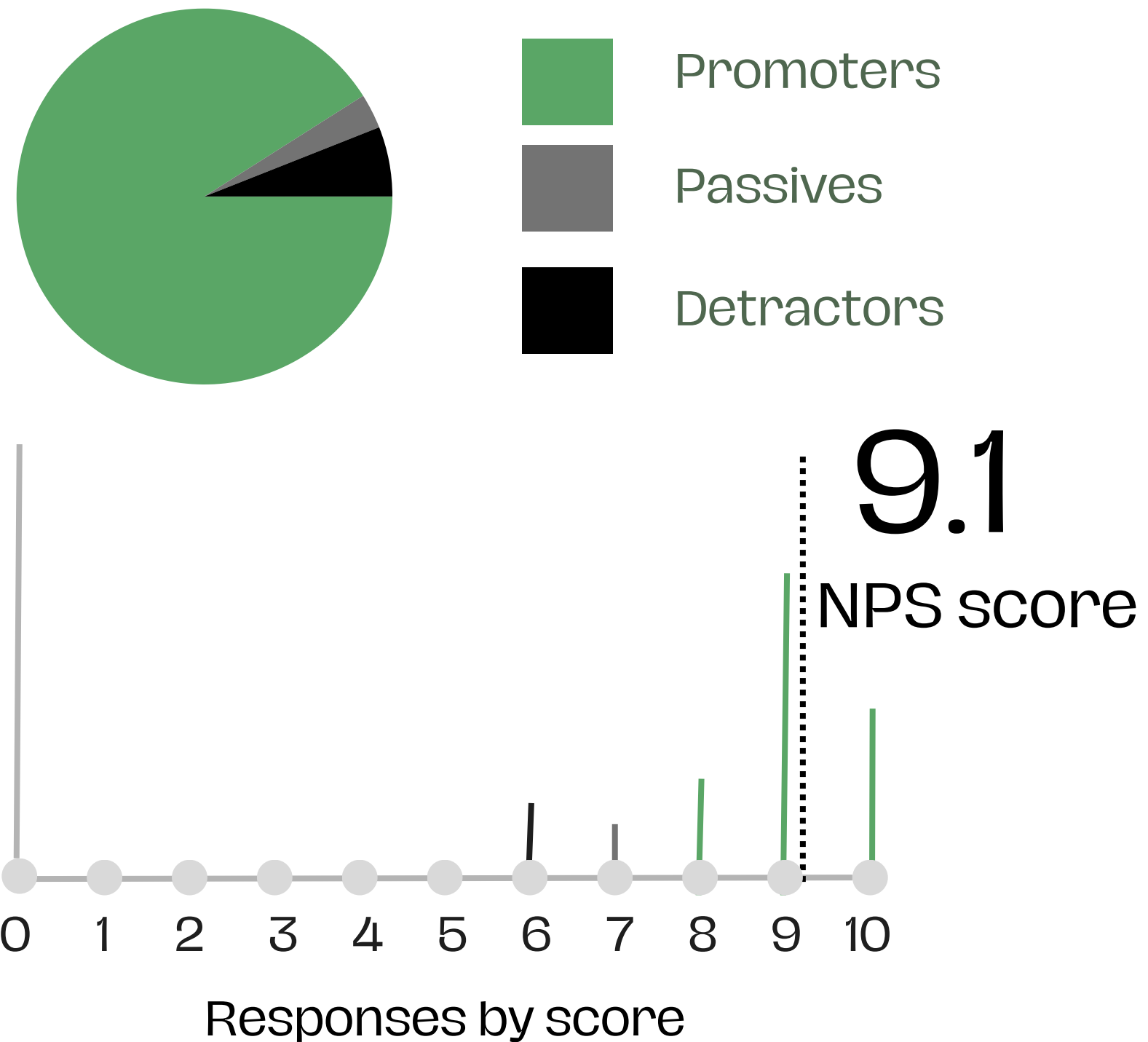
Closed
● Closed: 88 deals (39%)

Measured by Deals Count





NPS score and results



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