

Akash Rathore

Sales & Marketing  
Specialist

+91-9971374882

rathoresinghakash06@gmail.com

Address : East of Kailash- Delhi.

B2B &amp; B2C Sales ♦ Lead generation ♦ Revenue Generation ♦ Cold Calling ♦ Outbound, Inbound Voice process ♦ End to end sales ♦

**ACHIEVEMENTS**

- Awarded ROOKIE of sales 2013/15 in GIST and got incentive more than 3 Lakh During my tenure
- Awarded with incentive around 2 lakhs during my tenure in GIST
- Awarded Top Activator 13 times and Smart Seller 8 Times in Hear.com

**OBJECTIVE**

Sales Management with over 8 years of experience in Lead generation, Revenue Generation and supervising sales staff while planning and implementing sales strategies over a multi-state territory including cold calling, report management, revenue generation. Seeking to grab a position that allows me to use and improve my skills. Looking forward to taking big responsibility for an organization and help them in achieving their operational and financial goals

**EMPLOYMENT ASSOCIATION****Hi-Labsolution.com****Feb 2022-Present****Business Development Manager-  
(FreeLance)**

- Creating cold outreach email campaign in APAC region
- Data Mapping/Data research/Data Validation
- Lead & demand generation with various tools like LinkedIn Sales navigator/Apollo/Dribbble etc.
- Pitching Digital Branding portfolio to SME's/SMB
- Maintaining Data In CRM tool like Sales force/Excel.
- Providing complete marketing solutions by delivering better customer experience through Design & development.

**Hear.com (Audibene GMBH)****Feb 2018 – Dec 2021**

Sales Specialist- Inside Sales

- Surveyed more than 1 Lac + patient through cold calling across South India to learn consumer behavior and market need
- Worked extensively in South India to penetrate the market worth INR 100 crore out of which generated revenue of 3.5 Cr during my tenure.
- Offering complete customer support, identifying & developing prospective client while analyzing their requirement
- Ensure the business growth on upselling as well after uncovering a customer pain's
- Ensure to acquire monthly sales quota established by the management based on past performance

**Octane Marketing India Pvt Ltd, Gurgaon****Aug 2017 – Jan 2018**

Business Manager

- Acquiring enterprise level account by offering the Business communication platform
- Business development from both new and existing strategic accounts
- Maintain close customer and channel relationships (i.e. marketing services providers, advertising agencies and direct marketing firms in India) to ensure customer satisfaction with solutions, identify new and emerging customer needs

- Organize and coordinate operations in ways that ensure maximum productivity
- Represent the company in events, conferences, etc.
- Communicating new product developments to prospective clients
- Writing reports & preparing proposals for the clients in order to generate revenue.

**Global Information System Technology, Gurgaon**

**Sep 2014 - Aug 2017**

Key Account Manager-Inside sales

- Acquiring the College/Private Institutes and assisting them with their queries with inbound/outbound In the US market
- Identifies business opportunities by identifying prospects and evaluating, researching, and analyzing sales options
- Interacting with the customer, Building tactical and strategic relationships with customers to serve as a business and functional advocate
- Post-Sale Follow Up (Followed up on qualified leads turning them into sales opportunities ) Understand the needs and expectations of the customers and provide relevant solutions,
- Analyze the choices and financial capacities of every customer and suggest suitable products,
- Sell cloud-based solutions, Digital library platforms, E-journal resources across US institutions/colleges
- Demonstrate Physically the methods of using products and resolve customer queries
- Account management for the e-Learning and technical communication set of clients
- Responsible for achieving quarterly and annual goals by managing the regional accounts
- Manage and close a direct pipeline of business by driving all aspects of the sales cycle, from product evaluation through contract negotiation and purchase
- Build strong & lasting relationships over the phone & face to face meetings so that I am a strong contributor towards my goals & the team goals
- Engage in co-selling/sales support activities with partners and their customers for key opportunities

**Matrimony Directory.Com, Delhi**

**Dec 2014- Aug 2014**

Sales Executive

- Identification of opportunities and leads
- Market development, market intelligence & competitive scanning
- Achievement of individual sales targets. Billing & collection

- Customer satisfaction, negotiation with clients
- Preparation of marketing reports, Co-od. Of fieldwork & database updating
- Identification & prospecting for online sales
- Pricing strategies for web design hosting and online sales ads
- Meeting revenue targets

**KENT RO Systems Pvt. Ltd., Noida**

**Dec 2012 - Nov 2013**

Channel Sales Executive

- To make the new Dealer & Distributor for the company
- Identify, recruit and onboard new channel partners within assigned territory
- Coordinate with partners to create and execute business plans to meet sales goals
- Analyze market trends and accordingly develop sales plans to increase brand awareness
- Address partner related issues, sales conflicts and pricing issues in a timely manner
- Manage sales pipeline, forecast monthly sales and identify new business opportunities
- Stay current with the latest developments in the marketplace and competitor activities
- Communicate up-to-date information about new products and enhancements to partners

**Educational CREDENTIAL**

<b>PGDM (Marketing)</b>	2011-2013	6.9 CGPA	Indus Business Academy- Greater Noida	AICTE Approved
<b>B.Com</b>	2008-2011	65%	Mahatma Gandhi Kashi Vidyapeeth	UGC

**EXTRACURRICULAR ACCOLADES**

- Achievement – Recognized Rookie of the Year as per company revenue Target 2014-15(Current company)
- Represent District for a state-level cricket tournament
- Secretary of YMCA Club and organized various Inter college event
- Organize Event Marketing “MAR’C

**TECHNICAL KNOWLEDGE and PROFICIENCY**

<b>Technical Proficiency</b>	Experience in Sales & Training Program by Quattro
<b>MS Word Proficiency</b>	MS-WORD, Advanced MS-EXCEL 2013
<b>Language Proficiency</b>	Hindi, English

**Personal details**

DOB:- 05-07-1991

Permanent Address: D59/37 D 2 B Garden colony Sagra- Varanasi-221010.