



Assignments in Sales & Marketing, Business Development and P&L Accountability with reputed organizations

PROFILE SUMMARY

- Over 7 years of experience in:

Sales & Marketing	SaaS	ERP/CRM Sales
Key Account Management	Market/ Competitor Management	Cloud Sales/Software Sales
- Skilled in conducting competitor analysis to study market trends / competitor moves thus achieve the market share
- Amplified customer base by 70% by maintaining effective relationships, customer service and technological updates
- Successfully increased market share by 15% for IT Products & Software products like Access Control, Time Attendance Systems & SaaS based Payroll & HRMS Software.
- Experienced in enhancing market penetration, business volumes and growth by direct selling & project selling activities
- Track record of consistently achieving sales targets at branches by identifying high-yielding services & products
- Resourceful at maintaining relationships with clients to achieve quality product and service norms by resolving their service-related critical issues
- Possess effective communication, interpersonal, problem solving and negotiation skills with the ability to coordinate with Principal, Suppliers & Overseas Partners for import of appropriate product line as per market requirement

CORE COMPETENCIES

- Handling planning, operations & analysis for assessment of revenue potential in business
- Formulating strategies & reaching out to the unexplored market segments/customer groups for business expansion by developing grass root business network
- Managing sales and marketing operations for industrial products, ensuring accomplishment of set business targets, meeting the ever-increasing competition from organized and unorganized structures
- Identifying & developing potential customers for achieving business volumes consistently and profitably
- Mapping client's needs & providing best products to suit their requirements
- Up skilling the clientele ensuring means & ways of generating enhancing revenue, looking for growth opportunities
- Building healthy business relations with major clients & ensuring maximum customer satisfaction
- Providing training to the field sales team for ensuring optimum performance for all operational sales related issues

WORK EXPERIENCE

July 2020 to Present with Secuzaa Security Solutions Lab Pvt Ltd, as Regional Sales Manager

March 2014 - June 2020 with eSSL Pvt LTd, as Regional Sales Manager

Highlights:

- Successfully increased market share by 20% for IT Products & Software products like Access Control, Time Attendance Systems, CCTV & SaaS based Payroll & HRMS Software.
- Achieved revenue & profit targets by 100%
- Increased the revenues, profits and market share by 20 by developing new market segments strategies
- Recognized for holding individual sales & account achievements of 100% by taking initiatives to explore new market segments measures
- Efficiently introduced new products & services such as Time attendance device & Cloud based software which resulted in revenue growth

SEMINARS & TRAININGS

- Organized 30+ International Exhibition
- Yearly Partner Network Conducted in Pan India
- Hosted Road shows in Multiple cities by through different Exhibitions & Conference Agencies Like Informa Market, ABEC Exhibitions & Conferences, Messe Frankfurt etc.

EDUCATION

- MBA in Marketing: 2012-2014

PERSONAL DETAILS

Date of Birth 10th Mar 1991