

## Rakesh Kumar

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### Synopsis

Target oriented professional with **MBA Marketing**, having 7+ years of experience across Sales & Marketing in core areas like Business Intelligence solution, ERP products, AWS cloud base solution, Azure Sales, CRM, Building staging layer, architecture designing and distinctive way informative both theoretically and technical perspective on Data Digitization, Digital Transformation, Cyber Security and IT Infrastructure, Expertise in Business development/Distribution development, requirement and competition mapping, effective execution of dealer scheme and sales promotion through, public relation, choosing appropriate medium of media.

### CAREER HIGHLIGHTS

#### Professional Background

**CBSL Group :- Ezee Digital Solution Pvt Ltd (Delhi)**  
**Assistant Sales Manager**

**Dec 2019-May 2020**

Leading the North region and generating the revenue by consulting the DMS ( Document Management System) services or solution and managing the leading account by up selling and cross selling .Apart from that we also provide RMS (Record Management System), IT Infrastructure these are the lines of software.

#### Key responsibility:-

- Handling the corporate sales and maintaining customer relationship.
- Working closely with senior leadership team on business strategy and sales growth and service delivery plans for territory and named customers.
- Helping inside-Sales/Sales teams in Generating Leads by training them on targeting specific markets, ultimately helping them achieving their targets along with Team's Target.
- Predesigned Product, resource engagement & Customer specific business used case understanding and platform specific selling approach
- Working and understanding customer requirement, and creating a solutions along with internal team presales/Technical to present the key capabilities presentation
- Commercial discussion, preparation and Negotiation skill sets
- Competition analysis by keeping abreast of market of market trends & achieving market share.
- To implement and using a new marketing strategies for achieving targets and negotiating the term of SaaS agreement and closing them.

**India Realty Pvt. Ltd: - BigV Telecom Pvt Ltd.(Noida)**  
**(Business Development Manage)**

**Jan 2019 – June 2019 Area Sales Manager**

It is a one of the biggest company for Cloud Telephony based in India offer simpler affordable. We offer seamless and faster adoptability of cutting edge virtual telephony for every business.

#### Key responsibility:

- Developing business plan & sales strategy.
- Involved in Qualifying prospects, creating pipeline to strengthen Sale funnel

- Prepare Marketing Collaterals, Offerings, and Solutions Demo Presentations for target segment
- Recruit, Train and manage sales team to achieving the sales target.
- Developed Business Network by identifying Channel partners in domestic market to ensure getting new business & Create product awareness.
- Planning margin and credit policy for periodical schemes to the sales team.
- Work Closely with after sales team to keep co-ordination with client and help to deploy solution successfully in the given time estimate.
- Worked on more than one sales project at a same time.

**VisualFX Technology Pvt. Ltd (Jharkhand, Ramgarh)  
Assistant Sales Manager- Sales**

**July 2016- Nov 2018**

VisualFX Technology is founded in November 2015 and exclusive supplier of security system and automation product in Jharkhand likes CCTV camera, GPRS and fire equipments.

**Key responsibility:**

- Developing Business Network by building new channel partners & resellers, maintaining relationship with them to ensure getting business through them.
- Developed new sales program within sales department which focus on solution for school, government and hospital clientele.  
Managing the sales through assigning quota, territory to the sales team and monitoring the sales activities timely plan accordingly further.
- Maintaining Customer Relationship to get new business through their references & Up-selling.
- Aligning team's goals with sales strategy and encourage/motivate team. Review team performance

**Cybernetics hub (New Delhi)  
Executive sales Delhi – NCR region**

**June 2014-May 2016**

Company is related to IT sector, we provided mobile app and ERP solution in SME's client also in Ecommerce company.

**Key Responsibilities:**

- Responsible for maintaining relations with existing accounts and cross sell other solutions
- Doing web research for the prospects within certain parameters.
- Responsible for Delhi- NCR Region and targeting all IT Companies
- Selling mobile app (.Net & Java), ERP solutions.
- Expertise in interacting with CIOs, CXO, Head IT.
- Responsible for achieve monthly and quarterly targets

**Kotak Mahindra Old Mutual Life Insurance. Ltd.(Pune)  
Relationship Manager-Sales**

**April 2013 – May 2014**

Kotak Mahindra group is one of the leading brand in India who provided vast range of financial product , we deal the tradition and ULIPs policy in direct channel through policy bazaar leads

**Key Responsibilities:**

- Managing leads, CRM to potential business development towards high value customers and strategically securing profitable business , taking care of top line and bottom-line dealing in range of Life Insurance products through Kotak Mahindra Old Mutual Life Insurance Ltd.
- Interacting and meeting with customer professional and provides them sales & services, for achieving the branch target, of LI Segment.
- Maintaining Customer Relationship to get new business through their references & Up selling.
- Handling the customer queries by offering them best product combinations and informing them about promotional schemes and latest products to render best possible benefits.
- Helping inside-Sales/Sales teams in Generating Leads by training them on targeting specific markets, ultimately helping them achieving their targets.
- Retaining the customer to providing the best services and fund incensement policy.

**Plist India Manufacturing Pvt . Ltd.(Pune)  
2014 Sales Executive –Sales (Pune)**

**March 2012 – Feb 2013**

Plist India is emerging company in security product segment since 2010 founded in Pune .Existence in the B2B sales or corporate sales of CCTV , security product and peripherals.

**Key Responsibilities:**

- New client acquisitions and generating the revenue for company in assigning territory.
- Assigning distributors and corporate sales in strategic territories.
- Maintaining Customer Relationship to get new business through their references & Up selling.
- Handling the customer queries by offering them best product combinations and informing them about promotional schemes and latest products to render best possible benefits.
- Managing the CRM .

**Academic Qualification**

- Completed MBA /PGDM from Alaad School Business Management in the year 2012
- Completed B.COM (INS). from ST. Xaveri's College in the year 2009
- Completed HSSC from IGSI College in the year 2006
- Completed HSC from ICSE in the year 2003

**Personal Details**

Date of Birth : - 9<sup>th</sup> June 1987  
Sex : Male  
Marital Status : Single  
Father : Late. Shri. R N Prasad  
Permanent Address : At PO Argada ,Dist Ramgarh, PS Ramgarh (Jharkand) 829101

I declare that the information provided is true to the best of my knowledge. Any further references can be provided if required

**Rakesh Kumar**