**Resume**



**Name: Anurag Srivastava**

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**Summary**

* **Extensive 18 years experience in Luxury, Diamond Jewellery Sales.**
* **Highly developed sales techniques.**
* **Strong communication, organization and analytical skills.**
* **Strategic & no-limit thinking.**
* **Client intelligence**
* **Deals with ease during negotiations and objections**

**Academic Qualification**

* **2002 – Bachelor of Commerce, Allahabad University, Allahabad.**
* **1999 – 12th, JCIC College, Allahabad.**
* **1996 – ICSE, Boy’s High School & College, Allahabad**

**Accomplishments**

**June 2019 – Nov 2021**

**Company - MARS DIA JEWELS LLP**

**Job Profile: - NORTH HEAD**

**Key Responsibilities:**

* **Create and execute a strategic sales plan that expands customer base.**
* **Meet with potential clients and grow long-lasting relationships by understanding their needs**
* **Track, analyze, and communicate key quantitative metrics and business trends as they relate to partner relationships**
* **Represent our company, with a comprehensive understanding of our offerings**
* **Develop new territory in terms of Business.**
* **Motivating & Handling team of Sales Executive**
* **Co-ordinate with H.O. to complete the paper work on time.**
* **Co-ordinate with interested parties & give them the presentation regarding our company & our policies to persuade them to convert into our Distributor/Dealer.**
* **Follow up with party for payments according to his MOU.**
* **Inventory Management**
* **Team Management**
* **Office Management**

**November 2017 – May 2019**

**Company - LAXMI DIAJEWEL PVT LTD**

**Job Profile: - SALES MANAGER (UP & UTTRAKHAND)**

**Key Responsibilities:**

* **Looking for primary as well as secondary sales throughout Region**.
* **Develop new territory in terms of Business.**
* **Motivating & Handling team of Sales Executive**
* **Co-ordinate with H.O. to complete the paper work on time.**
* **Co-ordinate with interested parties & give them the presentation regarding our company & our policies to persuade them to convert into our Distributor/Dealer.**
* **Follow up with party for payments according to his MOU.**
* **Inventory Management**

**July 2015 – October 2017**

**Company - Kiran Jewels (INDIA)**

**Job Profile: - SALES MANAGER (UP & UTTRAKHAND)**

**Key Responsibilities:**

* **Looking for primary as well as secondary sales throughout Region**.
* **Develop new territory in terms of Business.**
* **Motivating & Handling team of Sales Executive**
* **Co-ordinate with H.O. to complete the paper work on time.**
* **Co-ordinate with interested parties & give them the presentation regarding our company & our policies to persuade them to convert into our Distributor/Dealer.**
* **Follow up with party for payments according to his MOU.**

**May 2009 – June 2015**

**Company - SHEETAL JEWELLERYHOUSE LLP**

**Job Profile: - AREA MANAGER (UTTRAKHAND)**

**Key Responsibilities:**

* **Looking for primary as well as secondary sales throughout Region**.
* **Develop new territory in terms of Business.**
* **Motivating & Handling team of Sales Executive**
* **Co-ordinate with H.O. to complete the paper work on time.**
* **Co-ordinate with interested parties & give them the presentation regarding our company & our policies to persuade them to convert into our Distributor/Dealer.**
* **Follow up with party for payments according to his MOU.**

**December 2005 - April 2009**

**Company – D’damas Jewellery (I) Pvt. Ltd.**

**Job Profile: - Area Sales Manager, B2B Delhi.**

**Key Responsibilities (Secondary sales):**

* **Handling dealer & distributor network in assigned territory.**
* **Monitoring of sales at Individual distributor level.**
* **Implementation of Schemes/Promotions as per HO Instructions**
* **Take care of issues raised by Client.**
* **Replenishment of stock**
* **Guideline to Distributor/ Dealer while selection of stock**
* **Guideline to Distributor/ Dealer on how to generate footfall and convert the same into sale.**
* **Organizing of exhibition at dealers point to increase the sale & promote the brand.**
* **Motivating & Handling team of Sales Executive.**

**Key Responsibilities (Primary sales):**

* **Looking for new Distributor/ Dealer through pro-active or reactive basis.**
* **Co-ordinate with interested parties & give them the presentation regarding our company policies to persuade them to convert into our Distributor/Dealer.**
* **Provide product training to the Distributor & their staff.**
* **Co-ordinate with H.O. to complete the paper work on time.**
* **Follow up with party for payments according to his MOU.**
* **Co-ordinate with P.R. people to do the promotional activities at the time of opening.**
* **Co-ordinate with visual merchandisers to make the brandings on time.**
* **Motivating & Handling team of Sales Executive.**

**September 2003 - November 2005**

**Company – Bharati bhawan (Publishers & Distributors)**

**Job Profile: - Sales officer, Delhi.**

**Key Responsibilities:**

* **Promotion of books in school, College & Institution.**
* **To handle the Dealer/ Dist. Network in the territory assigned.**
* **To generate sales from territory & to achieve target.**
* **Follow up with party for payments according to his MOU.**

**Software Tools**

* **Certificate in Computer Application & Programming (CCAP) from UPDESCO, Allahabad**.
* **Proficient in use of MSOffice and Internet, Tally 6.3.**

**Reason for change**

* **To work in a highly challenging environment where are my capabilities are utilized towards growth of the organization**
* **To ascend the ladder of success through diligence.**

**Date of Birth: 9 September 1980**

**Marital Status: Married**

**Date: - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Place: - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **(Anurag Srivastava)**