
Aniket Pendke

• Nagpur, MH

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PROFESSIONAL SUMMARY

- More than 7 year of experience in field of sales & Marketing with reputed company.
- Experience in field of business development.
- Experience in identify potential of market & maintaining relations with customers.
- Experience in identify sources for improving company sale.
- Organizing successful dealer meets, exhibitions, event etc.
- Experience in handling public relations with trade partners for increasing visibility share at retail market.

Key Skills

- Preparing strategies to meet the monthly target.
- Assigning targets to the sale team.
- Creating new leads and converting them to customers.
- Increasing the organization's market visibility and market share by branding its image.
- Understanding regional marketing requirements & developments with the help of monthly marketing reports.

WORK HISTORY

Solar Industries India Ltd.

Assistant Manager – Sales & Marketing: October 2020 to Present.

KEY PERFORMANCE AREA:

- Looking after the whole Madhya Pradesh & Uttar Pradesh region for Sales and Marketing.
- Responsible for developing and implementing strategies to sustain growth and increase the market share of assigned territory.
- Conduct effective competitor analysis (In-depth market data analysis using traditional and advanced methods).
- Finding new potential markets/areas in the premium product range through promotional activities like, demonstrations & campaigns, designing effective sales-promotional strategies & schemes with their effective implementation to achieve sales targets in the new plan area.
- Provided customers with on-the-spot solutions, Assisted the department involved and top-level management in solving severe issues which may have been produced due to the firm's services or products.

Waaree Energy Ltd.

Assistant Manager – Sales & Marketing: March 2019 to August 2020

KEY PERFORMANCE AREA:

- Looking after the whole West region (MH, GOA, and GJ) for Sales.
- Listen to customer and dealer requirements and present appropriately to make a sale.
- Maintain and develop relationships with existing dealers and customers in person and via telephone calls and emails.
- Cold call to arrange meetings with potential customers to prospect for new business.
- Act as a contact between a company and its existing and potential markets.
- Negotiate the terms of an agreement and close sales.
- Gather market and customer information.
- Challenge any objections with a view to getting the customer to buy.
- Advise on forthcoming product developments and discuss special promotions.
- Make accurate, rapid cost calculations and provide customers with quotations.

Solar Industries India Ltd.

Sales Executive- Sales & Marketing : July 2016 to June 2018

KEY PERFORMANCE AREA:

- Looking after the whole Madhya Pradesh region for Sales and Marketing.
- Responsible for developing and implementing strategies to sustain growth and increase the market share of assigned territory.
- Conduct effective competitor analysis (In-depth market data analysis using traditional and advanced methods).
- Finding new potential markets/areas in the premium product range through promotional activities like demonstrations & campaigns, designing effective sales-promotional strategies & schemes with their effective implementation to achieve sales targets in the new plan area.
- Provided customers with on-the-spot solutions, Assisted the department involved and top-level management in solving severe issues which may have been produced due to the firm's services or products.

Dainik Divya Marathi (DB. Corp Ltd.)

Sales Executive: February 2015 to July 2016

KEY PERFORMANCE AREA:

- Ad Space Selling
- Responsible for Every Sales Deal for Group Ventures
- To Deal With Lifestyle and Jewellery Sectors.
- Responsible for Innovative Special Feature Supplement

Project Handled

Study on brand equity and service offered to the patients and understands their visiting patterns at Wockhardt Hospitals, Nashik.

- Duration :- 1/06/ 2014 to 30/07/ 2014
- Semester :- M.B.A. Part-2(Sem-III)

Extracurricular Activities

- Earned the "Bahubali" award for the festive season in Dainik Bhaskar.
- Participated in a marketing event promoting a state.
- Participated in a marketing event for selling products in college.
- Participated in the "Complete Development Personality Program".

Academic Profile

- 2015:- Completed MBA from Met institute of management with an aggregate second class.
- 2012:- Completed BBA from New art's comm. and science college with an aggregate second class.
- 2019:- Successfully completed Advance Practical Training on **Digital Marketing** course from **Lipsindia Pvt. Ltd. Pune.**

Personal Profile

- Date of Birth : 26th February 1992
- Address : Shama Niwas, Sant Tukdoji Ward, Bidkar layout
Hinganghat, Wardha.
- Present Address : Pune
- Languages Known : English, Hindi, Marathi, and Rajasthani.
- Gender : Male
- Marital status : Single
- Nationality : Indian

Declaration

I, hereby declare that all the information stated above is true & complete to the best of my knowledge and belief and nothing has been concealed/ distorted.

Date: / / 2022

Place: Nagpur

Aniket Rajendra Pendke