

Akash Rathore

Sales & Marketing
Specialist

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Address : East of Kailash- Delhi.

B2B & 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-journals 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

PGDM (Marketing)	2011-2013	6.9 CGPA	Indus Business Academy- Greater Noida	AICTE Approved
B.Com	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

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

Personal details

DOB:- 05-07-1991

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