



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

### PROFILE SUMMARY

- Over 7 years of experience in:

#### Sales & Marketing

##### Key Account Management

#### SaaS

##### Market/ Competitor Management

#### ERP/CRM Sales

##### 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 10<sup>th</sup> Mar 1991