



# Shikha

## Sales Executive

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## OBJECTIVE

Dynamic Sales Executive with a track record of successfully converting B2B and B2C leads from Indiamart into sales, fostering strong client relationships, and contributing to business growth.

## QUALIFICATION

- **Graduation** = BA Programme, NCWEB  
Kalindi College, Delhi  
August 2021
- **12<sup>th</sup>** = G.G.S.S.School, CBSE Board  
May 2018

## CAREER HIGHLIGHTS

### **Sales and Marketing Executive**

Calco Poly Technik Pvt. Ltd.

April 2024 – Currently

Responsibilities :-

- Manage and maintain the Indiamart portal for lead generation and sales inquiries.
- Qualify inbound leads via call, email, and messaging.
- Provide detailed product information to potential clients.
- Convert qualified leads into successful sales.
- Follow up with clients to ensure satisfaction and secure repeat business.
- Collaborate with the marketing team to optimize lead generation strategies.
- Negotiate pricing and terms with prospective clients to close sales.

### **Customer Relationship Executive**

Tops Night Patrolling Pvt. Ltd.

Sep 2022 – Dec 2023

Responsibilities :-

- Directed customer relationship-building, resulting in increased satisfaction and referral business.
- Develop and maintain strong relationships with clients, ensuring their security needs are met.
- Manage and maintain accurate client information in the CRM system.
- Coordinate with the operations team to resolve client issues promptly and effectively.

- Coordinate with the operations team to provide immediate support during security incidents
- Request and follow up on outstanding payments, ensuring timely collection and addressing payment delays

## **Sales and Marketing Executive**

Awards and Brand Merchandise

Sep 2020 – Aug 2022

Responsibilities :-

- Managed the Indiamart portal for lead generation (B2B & B2C).
- Qualified leads via call, message, and email.
- Provided product details to qualified leads.
- Handled sales inquiries, quotes, and negotiations
- Converted qualified leads into sales.
- Maintained product listings and followed up with leads.
- Ensured customer satisfaction post-sale.

## **SKILLS**

- Lead Qualification
- Sales Conversion
- Product Knowledge
- Communication Skills
- Problem-Solving
- CRM Software Proficiency
- Customer Relationship Management

## **PERSONAL DETAILS**

Father's Name = Mr. Roshan Lal

Date of Birth = May 8<sup>th</sup>, 2000

Nationality = Indian

Address = North West Delhi

## **DECLARATION**

**All the above stated information is true to fact and is confirmed to the best of my knowledge and if given a chance I shall leave no stone unturned to satisfy my seniors with my work and conduct.**

Date - \_\_\_\_\_

**SHIKHA**

