

PALASH WANJARI

Sales Executive

MBA (Marketing & Operations)

B.E (Mechanical)

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📍 52/A, Adyalwale Layout Near Gas Godown, Bypass Road Umred

OBJECTIVE:

Seeking a challenging and innovative position in a firm that will maximize the opportunities for me to implement my skill set and knowledge as well as use my capabilities in the best way possible so that I am able to enrich my skills and aid the development of the firm I work with. I am highly motivated to learn new skills, take on challenging tasks, and contribute to the team's goals and objectives.

SKILLS:

- **Communication Skill:** Communication skills are essential for sales professionals to effectively convey information, build rapport and persuade customer.
- **Customer Relationship:** Customer relationship focuses on building and maintaining relationship with customers to maximize satisfaction and loyalty. It involves customer need, providing personalised support, resolving issue promptly and soliciting feedback to improve products.
- **Dealer Management:** Dealer management involves overseeing relationships with distributor or relators who sell the product. It includes activities such as negotiating contracts.
- **Business Development:** Business development is identifying and pursuing opportunities to grow the business. This includes researching new markets, identifying potential partners or clients and developing innovation products or services.
- **Market Research & Analysis:** Proficient in conducting thorough market research to identify consumer needs, preferences and trends. Skilled in analysing market data to develop strategic sales plans.
- **Sales Operation:** Sales operations encompass the processes and activities that support the sales team in achieving their goals. This includes sales planning, forecasting, territory management, pipeline management, performance analysis and optimization of sales processes and tools.
- **Product Promotion and Demonstration:** Exceptional ability to showcase products effectively, highlighting their features and benefits to potential customers. Proficient in delivering engaging demonstrations that captivate audiences and drive interest in their product.
- **Sales Forecasting & Reporting:** Strong analytical skills with the ability to accurately forecast sales trends and performance based in historical data and market insights.

WORK EXPERIENCE:

KNEST MANUFACTURERS PVT.LTD

July 2023 – May 2024

- Identifying potential customers, industries or market interested in Aluform's product.
- Building and maintaining relationships with existing clients while actively seeking out new opportunities.
- Conducting presentations, product demonstration, and discussion to showcase the advantages and applications of Aluform's product.
- Negotiating terms of agreements, contracts and pricing to ensure profitable sales and customer satisfaction.
- Providing regular report on sales activities, progress and forecasts to management.
- Effective communication skill to interact with customer through CRM tool.
- Understanding of sales and marketing principle to effectively use CRM.
- Proficiency in recording and organising notes related to customer interaction.
- Understanding how to track and manage leads from initial contact to conversion.
- Accurate and efficient data entry is fundamental for maintaining up to date customer records.
- Efficiently managing time and task within the CRM to maximize productivity.

Dalmia Bharat Cement

May 2022 – July 2022

- Build and maintain relationships with existing and potential customers, including contractors, builders, architects, engineers, and construction companies. Understand their needs, provide product information, offer solutions, and address any concerns or inquiries promptly.
- Develop sales strategies, set sales targets, and work towards achieving them. Identify market opportunities, track industry trends, and proactively pursue new business opportunities to expand the customer base and increase sales volume.
- Effectively promote cement products by highlighting their features, benefits, and competitive advantages. Conduct product demonstrations, presentations, and seminars to educate customers about the various applications and advantages of using your cement products.
- Stay updated on market trends, competitor activities, and customer preferences. Conduct market research and analysis to identify emerging opportunities, potential threats, and areas for product or service improvement. Use this information to refine sales strategies and stay ahead of the competition.
- Develop and maintain relationships with key stakeholders in the industry, including industry associations, government bodies, contractors, and influencers. Leverage these relationships to create business opportunities, gain industry insights, and strengthen the brand's presence in the market.

EDUCATION:

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| ➤ Master Of Business Administration (MBA)
R.T.M Nagpur University | 2020-2022 |
| ➤ Bachelor Of Engineering (Mechanical)
R.T.M Nagpur University | 2012-2018 |

TECHNICAL SKILLS:

- ✓ Microsoft Excel
- ✓ Microsoft Power Point
- ✓ Microsoft Word
- ✓ **Data Analysis By-**
 - Microsoft Power Bi
 - Python
 - SQL

EXPERTISE:

- ✓ Problem Solving
- ✓ Leadership
- ✓ Time Management

LANGUAGE:

- English
- Hindi
- Marathi

HOBBY:

- Writing Poem
- Playing Chess
- Playing Volleyball
- Visiting Historic Places

CERTIFICATES:

- ✓ **Great Learning:** Analytics In Marketing
- ✓ **Great Learning:** Sales Management
- ✓ **Skill Up:** Business Analytics with Excel
- ✓ **TCS:** TCS ION Career Edge-Young Professional
- ✓ **ICTRD:** Certificate Completion On Premiership In Business Management.