

YASH THAKURIA

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Personal Details

Gender: Male | Date of Birth: 13th October 1999 | Nationality: Indian | Address: HouseNumber- 163, Kalapahar, A.K Azad Road, Nr Vivekananda School, Gopinathnagar, Kamrup Metro, Kamrup, Assam

PROFESSIONAL PREFACE

Experienced Sales and Marketing Professional with 1 year of experience in strategic sales, client relationship management, and market development across diverse sectors including banking, paints, and electrical infrastructure products. Demonstrated ability to create and execute effective sales strategies that consistently meet or exceed revenue targets. Proficient in expanding market reach through innovative business development initiatives. Skilled in cultivating and maintaining strong relationships with clients, focusing on long-term engagement and satisfaction. Strong background in conducting market research and leveraging data to identify trends, opportunities, and competitive landscapes, enabling informed decision-making and strategic planning

KEY AREAS OF EXPERTISE

Sales Strategy Development	Negotiation & Closing Techniques	Data-Driven Decision Making
Client Relationship Management	Customer Satisfaction & Retention	Multilingual Communication
Market Analysis & Insights	Business Development	Cross-Functional Collaboration
Revenue Growth	Market Expansion	Sales Forecasting and Reporting
Team Leadership & Training	Budget Management	Project Management

CAREER CONTOUR

Prabha & Associates, Assam | Sales Executive | Sep 2024 - Present

- Developing and implementing robust sales strategies to meet or exceed revenue targets, focusing on high-tension (HT) and low-tension (LT) line products
- Forging and sustaining strong client relationships, effectively addressing their needs and enhancing satisfaction
- Establishing connections with contractors to secure timely updates on electrical projects and coordinate material supply
- Performing comprehensive market research to pinpoint trends, opportunities, and the competitive environment
- Collecting critical contacts from the State Electricity Board's AGM and SDOs, and staying informed about ongoing projects
- Tracking sales performance, compiling reports, and sharing insights with senior management to inform strategic decisions
- Keeping abreast of market demands and competitor pricing
- Overseeing the sales budget to ensure cost-effective pricing strategies
- Traveling to designated areas to present products with precise specifications
- Conducting negotiations and finalizing contracts, aligning with company policies to secure sales and foster long-term business relations
- Collecting and analyzing feedback from customers to refine product offerings and enhance the quality-of-service delivery

Asian Paints Ltd., Assam | Sales Associate | Jun 2024 – Aug 2024

- Prepared and executed monthly sales plans to meet and exceed territory targets, focusing on both core and new product growth
- Assisted dealers in achieving sales targets through regular visits, effective communication, and timely service
- Expanded market presence by opening new dealer counters and upgrading existing networks
- Organized promotional events and product awareness meetings to enhance brand visibility and market penetration
- Managed dealer and contractor relationships, resolving complaints swiftly to maintain high levels of satisfaction
- Ensured timely collections from dealers, effectively managing credit and minimizing overdue accounts

ICICI Bank Ltd., Guwahati | Sales Officer | Jul 2023 - Jun 2024

- Promoted the sale of secured and unsecured personal loans and credit cards, significantly increasing product visibility in bank branches
- Created and managed additional sales channels, identifying and capitalizing on new business opportunities through corporate channels
- Analyzed market trends and sales data to develop innovative strategies and marketing campaigns
- Collaborated with credit, operations, and product teams to ensure smooth business operations
- Led, recruited, and trained the channel sales team, achieving significant growth in the PL Assets business across Northeast Guwahati
- Maintained comprehensive knowledge of all bank products and services to effectively resolve customer queries and develop new customer relationships
- Ensured that all sales practices complied with bank standards and regulations

INTERNSHIP

Ai9 Solutions Inc., Remote as HR Intern 2022	Aug 2022 – Oct
My Captain, Remote as Marketing Intern 2022	Jul 2022 – Aug
Briisk Global, Remote as Digital Marketing Intern 2022	Feb 2022 – May
Force Motors Ltd., Pune as Sales Intern Mar 2022	Jan 2022 –

EDUCATION

- MBA | Northeastern Regional Institute of Management, Dibrugarh University | 2021 – 2023
- B.Sc. | Hotel Management School of Hotel Management and Tourism, Lovely Professional University | 2018 – 2021

CERTIFICATION

- Diploma in Computer Course