

Aswin N

India | +91-9387871626 | aswinnarangali1996@gmail.com |

PROFILE SUMMARY

Dynamic Business Development Executive with over 5 years of experience in identifying growth opportunities and forging strategic partnerships. Expertise in market research, lead generation, and client relationship management. Proven ability to develop and execute business strategies that drive revenue and enhance brand visibility. Strong analytical skills with a knack for leveraging data to inform decision-making and optimize sales processes. Excellent communicator and negotiator, adept at building rapport with stakeholders at all levels. Passionate about exploring new markets and fostering innovation to achieve organizational goals. Committed to delivering results and contributing to team success.

CORE COMPETENCIES

- Proficient in identifying market trends, competitive landscape, and customer needs to inform business decisions.
- Expertise in creating and executing campaigns to generate new business opportunities and expand the client base.
- Excellent verbal and written communication skills for presenting ideas and engaging with diverse audiences.
- Flexibility to adjust strategies and approaches in response to changing market conditions and client needs.

PROFESSIONAL EXPERIENCE

Gritstone Technologies

Business Development Officer (July 2023 – Present)

Team Collaboration: Led a team of five to design and implement growth strategies, resulting in a 50% increase in monthly active users within the first quarter.

Collaboration with Product Development: Partnered closely with the product development team to incorporate user feedback, enhancing key product features and driving a 100% increase in customer satisfaction.

Partnership Development: Established and managed strategic partnerships with industry leaders, significantly expanding market reach and user base.

Performance Reporting: Delivered regular reports on growth metrics, KPIs, and insights, supporting informed decision-making and driving strategic initiatives.

Industry Awareness: Stayed current with industry trends, emerging technologies, and best practices, ensuring alignment with evolving growth strategies.

Edusap

Business Development Executive (Sep 2022-2023)

Sales & Client Acquisition: Successfully drove sales of software solutions for schools and colleges, resulting in a 30% increase in revenue within the first year by acquiring and onboarding new clients.

Product Demonstrations: Led product presentations and software demonstrations to decision-makers at schools and colleges, effectively showcasing the benefits and unique features of the software, leading to a high conversion rate.

Relationship Management: Built and maintained strong relationships with school administrators, college faculty, and IT departments, ensuring long-term client retention and satisfaction.

Contract Negotiations & Closing: Managed the entire sales cycle, from initial lead generation to contract negotiation and closure, ensuring deals aligned with the company's financial goals.

Sales Reporting & KPIs: Regularly tracked and reported sales performance metrics, providing insights that shaped strategic planning and sales forecasting.

Hoffmann Bewirtung India

Assistant Sales Manager (Mar 2021 – Aug 2022)

Sales Strategy & Execution: Assisted in developing and executing sales strategies tailored for the Horeca sector, driving revenue growth and expanding market presence.

Client Acquisition & Relationship Management: Identified potential clients within the hospitality and foodservice industry, securing new business opportunities, and building long-term relationships with key accounts such as hotels, restaurants, hospitals and cafés.

Product Presentations & Negotiations: Conducted product presentations and live demonstrations to showcase product benefits, ensuring alignment with client needs, and negotiating favourable terms for both parties.

Account Management: Managed and nurtured existing client accounts, ensuring satisfaction through timely product deliveries, addressing any concerns, and fostering client loyalty to drive repeat business.

Market Research & Competitor Analysis: Performed market research to stay informed of industry trends, competitors' offerings, and client preferences, enabling the adjustment of sales tactics and product positioning as necessary.

Sales Reporting & Forecasting: Prepared regular sales reports, tracked KPIs, and provided forecasts to the sales manager, contributing to data-driven decision-making and strategic planning.

Team Support & Leadership: Assisted the Sales Manager in guiding and supporting the sales team, helping to ensure that team targets were met and providing coaching when necessary.

Product Launches & Promotions: Collaborated with the marketing team to support new product launches and promotional campaigns aimed at the HoReCa market, maximizing product visibility and driving sales.

AM Motors

Relationship Manager Mar 2020 – Mar 2021

Customer Engagement & Consultation: Greeted and engaged potential customers in the showroom, understanding their vehicle preferences, needs, and budget to recommend the most suitable models and features.

Product Knowledge: Maintained in-depth knowledge of the dealership's inventory, including the latest models, features, pricing, and promotions, to provide customers with accurate and compelling information during the sales process.

Test Drives & Demonstrations: Arranged and conducted test drives, effectively showcasing the performance, features, and benefits of vehicles to enhance the buying experience and increase the likelihood of purchase.

Sales Negotiation: Assisted customers through the sales process, discussing vehicle pricing, financing options, trade-in values, and any additional products or services, negotiating terms that meet both customer expectations and dealership goals.

Documentation & Compliance: Facilitated the completion of sales-related paperwork, including purchase agreements, loan applications, and vehicle registration, ensuring all transactions complied with dealership policies and legal requirements.

Sales Targets & Reporting: Worked to meet or exceed individual and team sales targets by delivering outstanding customer service and closing sales efficiently. Regularly reported on sales performance, pipeline, and market trends to management.

Upselling & Cross-Selling: Encouraged customers to consider add-on products such as extended warranties, insurance plans, accessories, and maintenance packages to increase overall revenue for the dealership.

Market Awareness & Competitor Analysis: Stayed updated on automotive industry trends, competitor offerings, and new product launches to remain competitive in the market and provide customers with informed recommendations.

EDUCATION

MBA East Point College of Higher Education Bangalore University Completed master's with a specialization in HR & Marketing	2017 - 2019
BBA Holy Cross Institute of Management and Technology Calicut University Completed bachelor's in marketing.	2014 - 2017

SKILLS

- Strong organizational and time management skills.
- Exceptional communication and interpersonal skills.
- Ability to work independently and as part of a team.
- Detail Oriented and able to handle multiple tasks simultaneously.
- Experience in managing budgets and handling financial documents.
- MS Office

LANGUAGE

- English -Expert
- Malayalam-Native Speaker
- Hindi -Intermediate