

Professional Summary

As an accomplished Sales Specialist with a strong background in corporate sales, marketing and strategic communications, I have consistently demonstrated the ability to employ innovative sales strategies to successfully engage targeted customers across diverse markets, including B2B, corporate, institutional, tech, and international sales. My expertise extends to lead generation, go-to-market strategies, and leveraging advanced communication techniques. With a track record spanning regions such as the US, Canada, Africa, and the Middle East, I am uniquely positioned to drive sales growth and achieve desired outcomes. I am committed to partnering with you to elevate your sales initiatives and realize your business objectives effectively. Key Skills are Key Account Manager, Lead generation, end to end sales, corporate sales, B2B, pre sales, and business development.

Professional Experience

OneTouch Ceramic

Export Sales Manager

Aug 2023 - Current



Key Responsibilities:

Research and Analysis: Conduct extensive market research utilizing data analytics, competitor analysis, and industry trends. Identify potential customers through segmentation and target audience profiling.

Prospect Identification and Lead Generation: Employ lead generation strategies including inbound marketing, SEO optimization, and social media outreach. Utilize CRM tools to manage and track leads throughout the sales funnel.

Initial Contact and Qualification: Initiate personalized outreach campaigns via email automation, content marketing, and webinars. Qualify leads using BANT (Budget, Authority, Need, Timeline) criteria to prioritize high-value prospects.

Needs Assessment and Solution Presentation: Conduct in-depth discovery sessions to uncover pain points and tailor solutions accordingly. Utilize value-based selling techniques to demonstrate the ROI of proposed solutions.

Proposal and Negotiation: Create visually appealing proposals using multimedia presentations and interactive demos. Utilize win-win negotiation tactics to maximize deal value while maintaining client satisfaction.

Order Processing and Confirmation: Streamline order processing using automated systems and ERP software. Provide clients with detailed sales quotes and transparent pricing structures.

Client Relationship Management: Implement customer success strategies to foster long-term relationships and drive retention. Leverage account-based marketing techniques to personalize communication and enhance client engagement.

Post-Sales Support and Follow-Up: Offer proactive customer support through knowledge bases, online forums, and virtual training sessions. Conduct post-sale surveys to gather feedback and identify opportunities for improvement.

Performance Evaluation and Optimization: Implement KPI dashboards to monitor key sales metrics such as pipeline velocity and customer lifetime value. Conduct A/B testing on sales messaging and tactics to continuously optimize performance.

Education Background

CCS University, Meerut *B.com Hons.*

Marketing Management 2019-2022

Gurugram (Delhi NCR)