



ANSHLA

Sr. Sales Account Executive



PROFILE SUMMARY

- Possess **4 years** of experience in **Sales & Marketing, Trade Show, Market Review, SIAM data, FADA, Market analysis, B2B, B2C, Lead Generation, SAP, SHAPE, ESM Portal, Handling organizations like Maruti Suzuki, Kia, Hyundai, Volvo Eicher, Force Motors, Ashok Leyland, Mahindra, and Tata Motors, Nestlé, BPL, Relaxo, Air-Plaza, Municipal Corporation, Big builders, and private companies, Government Sector**
- Acting as Senior Account Executive at Schindler India Pvt. Ltd., showcasing excellence in analyzing markets and generating leads to drive revenue growth.
- Proven track record of driving sales and revenue growth by nurturing key account relationships and negotiating multi-million-dollar contracts.
- Proficient in SAP User Sales Module, sales order creation, price adjustments, and sales agreements.
- Expert in working on Extranet Portal for Maruti Suzuki and Suzuki Motors.
- Exposure of working on SAP User Sales Module: Using Version 7.1 For sales Order Creation, Price Squeezing (Amendments), Sales Agreements/Scheduling using V- code.
- Skilled in providing tailored product solutions to clients, ensuring long-term client retention and satisfaction.
- Possess expertise in technical engineering concepts and solution selling processes.
- Pivotal in securing securing business deals with **Nestle, Relaxo, Reliance, and Airplaza.**
- Achieved increase in contract renewals and customer satisfaction rates through effective customer relationship management strategies and tailored product solutions.

JOB OBJECTIVE

Pursuing dynamic opportunities in senior roles that foster professional development and growth in the Oil & Gas, LPG, Production, Manufacturing, Automobile, SAAS or IT Services industry in PAN INDIA

CONTACT

- +91 7082821498
- anshlabawa2000@gmail.com
- <https://www.linkedin.com/in/anshla-bawa-733959204>

EDUCATION

- B.Tech. in Mechanical from YMCA University of Science and Technology, Faridabad (2021)
- Diploma in Mechanical from Govt. Polytechnic College, Ambala (2018)

CORE COMPETENCIES

- Market Segmentation Strategies
- Revenue Optimization Techniques
- Competitive Analysis Frameworks
- Product Lifecycle Strategies
- Key Account Management
- Market Penetration Approaches
- Negotiation Tactics
- Trade Show Management
- Client Relationship Management
- Extranet Portal Management
- Market Analysis



CAREER TIMELINE



WORK EXPERIENCE

Schindler India Pvt. Ltd., Gurugram | Aug'23 - Present
Sr. Key Account Executive (RON)

Responsibilities:

- Managing key accounts, including **Nestlé, BPL, Relaxo, Air-Plaza, Municipal Corporation, Big builders, Emperium, Real Height and private companies, Government sector,**
- Spearheading the entire lifecycle of projects, from New installations to post-installation services and annual maintenance contracts.
- Ensuring customer satisfaction by promptly addressing their needs, resolving issues, and providing exceptional service.
- Building and maintaining strong relationships with **key accounts**, serving as the main point of contact for all their requirements.
- Proactively **managing overdue accounts**, implementing effective strategies to reduce outstanding payments and improve cash flow.
- Collaborating with cross-functional teams to ensure smooth project execution, timely delivery of parts, and efficient service.
- Conducting regular meetings and presentations with key stakeholders to discuss project updates and address any concerns.
- Achieving high levels of customer satisfaction and loyalty through effective communication and personalized service.
- Consistently meeting or exceeding sales targets by identifying upselling and cross-selling opportunities within key accounts.

TECHNICAL SKILLS

●	SAP
●	SHAPE
●	ESM
●	Solution Selling
●	Sales Order Creation
●	Price Negotiation
●	MS Office

SOFT SKILLS

●	Analytical
●	Communication & Collaboration
●	Critical Thinking
●	Problem-solving

CERTIFICATIONS

PERSONAL DETAILS

Date of Birth: 16th February 2000

Address: 3192 Sec 46, Gurugram

Languages Known: English, Hindi, and Punjabi

- Developing and implementing initiatives to enhance customer experience, resulting in increased customer retention and repeat business.

Highlights:

- Implemented a new lead generation strategy that resulted in increase in qualified leads for Elevator and Escalator products, contributing to the overall sales growth.

Plastic Omnium India Pvt. Ltd., Gurugram | May'22 - Aug'23 Sales Engineer

Responsibilities:

- Participated in RFQ (Request for Quotation) processes.
- Managed Directed Supplier Components, handling the management and coordination of supplier components according to directed specifications.
- Spearheaded price actualization with customers after contract awards and negotiated price inflations.
- Engaged in the management of products such as **Selective Catalytic Reduction (SCR), Ad Blue delivery module (ADM), and fuel tanks** for various **OEMs including Maruti Suzuki, Kia, Hyundai, Volvo, Eicher, Force Motors, Ashok Leyland, Mahindra, and Tata Motors.**
- Managed the commercial aspects related to Taco, including reviewing and analyzing commercials in line with project requirements.
- Collaborated with Project Managers to align on price breakdowns and ensure smooth project execution.
- Handled price inflations related to materials, labor, and electricity costs.
- Managed SAP Sales Module, including preparing sales orders, amendments, and documentation.

Highlights:

- Maintained accurate monthly sales reports, pricing history, and supported Production planning through market analysis and monthly forecast data.
- Utilized the SD module in SAP for sales records, price changes, and payment outstanding.
- Assisted finance team with preparing necessary documentation for receivables & invoicing.
- Managed a successful Auto Component Show at Pragati Maidan, Delhi, showcasing products for **ADM, Hydrogen Vessel**
- Successfully negotiated and closed new contracts with key clients, resulting in increase in revenue for the company.

Plastic Omnium India Pvt. Ltd., Gurugram | May'21 - May'22 GET Graduate Engineer Trainee!! Sales!!

Responsibilities:

- Partnered with diverse teams to implement customer-focused marketing strategies, resulting in enhanced sales and profit margins for the organization.
- Prepared technical presentations and provided sales support to meet customer requirements.
- Identified areas for improvement and communicated solutions to upper management.

