

ABHAY GIRI

ASSITANT SALES MANAGER

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A Gurgaon

PROFILE

- **Accomplished Sales and Marketing professional with over 3.5 years** of extensive experience in driving revenue growth and exceeding business targets in the home interior industry.
- **Proven track record of success in managing B2B partnerships** with prominent real estate developers, including Birla Navya, Ramprastha Primera, and Vatika, resulting in substantial revenue enhancement and business scalability.
- **Adept at leading and motivating sales teams to consistently achieve** and surpass performance metrics, with a keen focus on driving profitability through strategic sales planning and execution.
- **Proficient in leveraging market insights and competitive analysis** to develop innovative sales strategies, enhance brand visibility, and attract new customers, resulting in increased sales revenue and market share.

SKILLS

- Sales Strategy & Planning
- Team Leadership
- Sales Negotiation
- Sales Training & Mentoring
- CRM Management
- Escalation Management
- Business Management
- Product Knowledge
- Market Research
- B2B Sales
- Brand Marketing
- Performance Tracking
- Relationship Building
- Communication Skills
- Data Analysis
- Presentation Skills

EXPERIENCE

Homelane.com, Gurgaon (Assistant SalesManager-1 | Jan 2024 -Current)

- Spearheaded the management of **1.8 Cr** fresh **monthly business** performance, driving revenue growth and market share expansion in the home interior sector.
- Led & mentored a team of **2 sales members ensuring** quality performance through regular coaching & performance evaluations.
- Conduct interviews and oversee the training of design partners and sales team members, fostering a culture of continuous learning and development within the organization.
- Innovate sales strategies & leverage marketing channels to develop pipelines, resulting in increased profitability & sustainability. Strengthen client relationships, manage escalations, and deliver personalized solutions to enhance customer satisfaction and retention.
- Utilize innovative tactics to enhance brand visibility, attract new customers, and increase sales revenue, ensuring a competitive edge in the market. Closed business deals above quote level, demonstrating strong negotiation skills & a results-driven approach to sales.

Key Achievements

- Garnered recognition with the **Best sale Executive of the March 2023 July 2023 and March 2024** showcasing consistent excellence.
- Qualified for the **NCR 2nd Rank Archived in RNR 2023 event during the APR-MAY-JUN** quarter contributing **1.27 Cr** off fresh business and significantly enhancing revenue generation

Senior Sales Executive| OCT 2022 -DEC 2023

- Established strong rapport with **prospects through lead-generation activities**, fostering trust & credibility in the home interiors market.
- Leveraged brand & product knowledge to maximize sales opportunities, delivering tailored solutions to meet customer preferences.
- Collaborated effectively with **design and installation departments** to facilitate seamless communication and personalized customer experiences, ensuring high levels of satisfaction.
- Identified & addressed client blockers, resolving issues to facilitate deal closures & maintain positive client relationships. Conducted meetings through in-house consultations & showroom presentations, strategically building the sales pipeline and expanding market reach.

Key Achievements

- Achieved significant revenue milestones, **including 90 Lac revenue in , March 2023 , 1.27 Cr** (NorthIndia highest) in **AMJ 2023 and 1 Cr in March 2024**, demonstrating consistent sales performance and revenue generation.
- Recognized as the Top performer in the **GUR Branch for 2022, 2023 and 2024**, showcasing an exemplary results-driven approach to sales.

PAST EXPERIENCE

Senior Business Development Associate| Feb 2021-Sep2022| Byju's - Noida, Uttar Pradesh

- I was doing calling and talking to the customer.
- Fixing Meeting With the Customer and In session I was Explaining About The Byjus Courses and convening the parent to, why this course for his/ her Child.
- Rapport building and pitching the product

EDUCATIONS

BCA

- Chandigarh Group of College Landra Mohali , Punjab

10+2

- RPS. Gurgaon

PERSONAL / OTHERS

Certifications

- IIT Bombay Computer Science test rank 3rd.

Hobbies

- Volunteer Work | Sports | Self-Improvement