

Shalini Gupta

Sales and Marketing

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Looking forward for opportunities in the field of Sales, Marketing, Business development, Key account Management, Client engagement, Brand Management, Retail Sales, Institutional Sales & Corporate Sales where I can utilize my marketing skills and knowledge gained from work experience and Academics for professional growth and to excel by contributing towards the achievement of organizational goals.

Skills

Product and service sales forecasting
Territory Management Cold Calling
Sales Ability
Relationships Building and Report Result Oriented
Interpersonal Skills Market Development
Email Marketing Vendor management
Business Development and Planning
Account management

Work History

Simplilearn Bangalore, Karnataka

July 2020 to Current

Senior Inside Sales Manager

Worked as 'Assistant Manager - Admission', to enhance market penetration through innovative marketing strategies to increase revenue and profitability.
Lead generation through Cold calling, E-marketing, Mobile Marketing. Counseling prospective students (primarily working executives of different sectors) for enrollment into different courses.
Develop and nurture customer relations.
Organized promotional sessions and corporate events as a part of business development.
Achieving aggressive sales targets.

Watertec India Private Limited

January 2019 to June 2021

Territory Sales Incharge

Worked passionately on sanitary ware, CP fittings, WTS (Italy), Conti+ (Switzerland), VRH (Thailand) division.
Responsible for demonstrating proficiency in product knowledge Sales and customer relationships.
Orientation on effective engagement in the sales function.
Responsible for daily product adoption using selling and market development.
Responsible for making customer database and manage with daily reports.
Having a very good strong network with more than 200 Dealers & Distributors in Bangalore North, South, East& West market.
Responsible for Retail Secondary Sales function in Bangalore.
Having more than 60 prospective dealers in my account.

Responsible for making monthly territory business plan as per given target by company.
Daily follow-ups with existing customer and generate new lead.
Coverage of underrepresented / un-represented areas.
Generated business in dead territories & improved the revenue of the company.
Contributed in territory startup, expansion and new account development.
Integrating with management on sales goals, budget planning and forecasting; maintaining short and long terms business development plans.
Identified new sales leads.
Follow-ups with existing customer and generate new lead.
Maintaining meaningful relationships with existing clients to ensure that they are retained.
Cold calling to clients and follow-ups.
Maintaining the pipeline and all sales administration using CRM software and achieving the assigned sales target.
Working on its respective Microsoft Office
Negotiating with clients to secure the most attractive price.
Reviewing clients' feedback and implementing necessary changes.
Promoting products through social media and staying connected with customers.

Education

ICFAI University, 2017-2019

MBA, Marketing

Mumbai University, 2014-2017

Bachelor of Management Studies, Marketing

Languages

English

Hindi

Marathi