

# AASTHA DUSEJA

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## SALES CONSULTANT - leveraging +7 years of experience

Dedicated Sales Consultant with proven ability to generate revenue through prospecting, customer relationship management, negotiations, and selling strategies. Adept in assessing the needs and desires of target audiences and identifying effective strategies to reach them. Bringing forth valuable industry experience and the expertise necessary to increase company visibility and gain customers. Equipped with knowledge of marketing principles and best practices and a commitment to helping clients achieve goals. Success in analyzing market trends, opening new markets, and guiding launch of new products. History of success ensuring outstanding partner and client satisfaction.

### PROFILE SUMMARY

- Proficient in creating and implementing marketing campaigns and sales strategies aimed at driving sales, raising brand awareness via all mediums, and increasing client retention.
- Highly skilled in analyzing and assessing company's critical needs to develop, market, and position products and services.
- Adept at providing continuous assessment of key markets, territories, and potential clients, while providing oversight and guidance during team sales meetings.
- Possess in-depth product knowledge and be able to conduct demos and relay objection handling.

### CORE COMPETENCIES

- |                              |                        |                                  |
|------------------------------|------------------------|----------------------------------|
| ▪ Inside & Outside Sales     | ▪ Customer Service     | ▪ Client Acquisition & Retention |
| ▪ Project Management         | ▪ Financial Analysis   | ▪ Marketing Strategies           |
| ▪ Market Analysis & Research | ▪ Competitive Analysis | ▪ Training & Development         |
| ▪ Product Knowledge          | ▪ Managing Budget      | ▪ Negotiation & Problem Solving  |

### PROFESSIONAL EXPERIENCE

ICS , Pune

Apr. 2017 – Present

Sales Consultant

- Developed the project plans with forecasts, estimates, and resource assignments. Participated in the analysis of business needs and proffered solutions to meet those needs.
- Identified risks and liabilities that may be associated with carrying on certain tasks, businesses or transactions by vetting documents and organizational policies and legal requirements and obligations.
- Participated in the acquisition of a sister company by liaising with key end-users and other key stakeholders to create seamless and effective transition.
- Recommended strategic features to be incorporated with the company's platform to foster user-friendliness and effectiveness using search spring, counter-selling, and up-selling and live chat.
- Build and processed and fulfilled products on platforms such as NetSuite and Magento. Recruited technicians and provided remote support to technicians in the field.

Cognile, Pune

Nov. 2014 - Mar.2017

Sales Consultant

- Provided support to Account managers and provide input regarding business development and solution expertise.
- Assisted Sales Managers with preparation and compilation of data to proactively manage account relationship and performance.
- Worked in an IT related role today (pre-sales consultant, system administrator, database administrator, technical support, consulting, development).
- Knowledge of networking, backup and recovery, change management, and industry standards such as ITIL for enterprise application.
- Created and maintained relationships with key product stakeholders - Clients, as well as Oracle Product Marketing, Development, Partners, etc.

### ACADEMIC CREDENTIALS

- **Bachelor's of Business Administration (Marketing)** | Indraprastha University | 2014
- **Certificates :** Salesforce Sales Cloud Consultant Certification Course | Certified Sales Professional (CSP)
- **Technical Skill :** Jira, Basecamp, Asana

~References and other document's available upon request ~