**Anuj Maheshwari**

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**Senior level assignments in Business Development / Sales & Marketing / Relationship Management with an organisation of high repute in IT**

**PROFESSIONAL ABRIDGEMENT**

* A competent professional with 4.5 years of experience in Inside Sales/Business Development
* Proven ability to contribute towards improvement in operations, business growth and profit through achievements in internal controls, productivity / efficiency improvements.
* A keen strategist with expertise in managing entire business operations with key focus on top-line & bottom- line profitability by ensuring optimal utilization of resources.
* Demonstrated abilities in expanding the market, brand building & generating new business and targeting the potential customers.
* Proficient in exploring and developing new markets, accelerating growth & achieving desired sales goals
* Ability to manage multiple and varied tasks with enthusiasm and prioritize workload
* Skilled in managing teams to work in sync with the corporate set parameters & motivating them for achieving business and individual goals.
* Ability to formulate and implement tactical initiatives to achieve corporate strategic goals.
* An effective communicator with good presentation skills and abilities in forging business partnerships with dealers & channel partners.
* A strategic thinker who is able to develop and refine strategy for successful implementation of each new Business line



**KEY RESULT AREAS**

**Sales and Marketing**

**Market Research**

**Business Extension**

**Generating Business**

**Training & Development**

**People Development**

* Exploring potential business avenues for achieving increased business growth, providing valuable inputs to fine-tune marketing strategies.
* Formulating & implementing marketing strategies and handling activities like reviewing sales & demand, marketing planning and managing receivables thereby improving cash flow.
* Monitoring post sales activities like follow up with customers and handling customer grievances for superior customer service.
* Training and monitoring the field staff / technical staff in order to provide in depth knowledge of various company’s products.
* Supervising the team of sales representatives, executives & communicating strategies effectively to avoid any obstacle.
* Generating qualified pipeline for new business
* Generating high quality leads with genuine business opportunities

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**EMPLOYMENT RECITAL**

**BSL-I Technologies Gurgaon (June 2013 to Present) as Senior Business Development Executive**

* Participate in the design, facilitation, and implementation of strategic direction for the department. Ensures adherence to defined procedures so that the effectiveness and quality of campaigns are maintained.
* Verifying sales leads in CRM and analyzing the prospect customers.
* Generate new business opportunities, response to RFP's. preparing documents and various pre sales activities
* Leading the Marketing Team.
* Preparation of Proposals, commercials sheet, RFP’s.
* Strategic discussions with clients on alternate delivery models and initiatives in order to preserve target margins and ensure continuity of business objectives for both organizations in changing market dynamic
* Build good relationships with potential and existing clients.
* Retaining existing customers, as well as focusing new clients by pitching elite class of services.
* Giving Pre-sales and Post-Sales support to client.

**OTS Solutions Gurgaon (Feb 2013 to June 2013) as Assistant Manager Business Development**

* Perform market research and develop marketing strategy plan accordingly.
* Generating New Business
* Direct Marketing and increasing the conversions.
* Researching new business with an emphasis on identifying gaps in the mitigation of needs of potential clients and submitting the whole report the directors.
* Making of Proposals, attending the client meetings and finalizing the deal.
* Designing business model, account planning and performance monitoring system
* Taking training sessions regularly for the juniors.

**AWC Software Pvt. Ltd Noida (Jan 2011 to Feb 2013) as Senior Business Development Executive**

AWC Software Pvt. Ltd is a leading provider of IT service, business solutions and outsourcing organization. AWC offers the range of solutions in the ERP Technologies.

* Analyzing the prospect customers and validating the database of existing customers’. Content Development of website and monthly newsletter and e-magazine.
* Manage daily, monthly, quarterly and annual campaign management
* Developing new clients and managing existing clients.
* Performing the e-mail campaign for lead generation.
* Cold calling and fix up meeting for discussion on company offering.
* Give the presentation to the clients on company offering.
* Prepare weekly, monthly, and quarterly reports on the effectiveness of all campaigns, qualitatively and quantitatively, on areas such as: campaign requests; planned campaigns; actual versus goal target for each campaign type; customer response rates; quality of leads and/or prospect lists; effectiveness of campaigns by channel, progress against budget and/or business goals, etc.

**GP Systems Pvt. Ltd. Delhi (Mar 2010 to Jan 2011) as Business Development Executive**

Executive owner of all marketing, product management, Product Promotion and operational activities, with key contributions to sales, strategic planning, and business development. Defines product requirements and provides direction on product promotion design. Develops and implements strategies and programs utilizing a variety of online and offline marketing tactics. Develops and maintains relationships with prospective and existing customers, partners, vendors, press and analysts.

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**SCHOLASTICS**

* B.Com from M.D University
* Diploma in Computers
* MBA from M.D University

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**ACHIEVEMENTS & EXTRA CURRICULAR ACTIVITIES**

* Successfully established good rapport with new clients.
* Active participation in social events.
* Recognized for efforts to identify new processes to improve quality, reduce costs, and increase margin.

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**KEY SKILLS AND ATTRIBUTES**

* Proficient in usage of MS-Excel, MS-PowerPoint.
* Worked on Oracle ERP SCM and Financial Modules.
* Positive Attitude and Team Player
* Good communication and interpersonal skills.
* Analytical approach in a comprehensive way.
* Hard working, Enthusiastic and Honest
* Punctual.

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**LINGUISTIC PROFICIENCY**

* Hindi.
* English.

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**PERSONAL DOSSIER**

* Date of Birth : 17th January 1991
* Address : House No. 378, Sector – 30, Faridabad
* Passport No. : G8496038
* Valid till : 07/05/2018
* Marital Status : Single
* Nationality : Indian