

Ankit Arora

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Profile Summary:

A highly motivated and results-driven Sales/Key Account Manager with extensive experience in managing client relationships, driving revenue growth, and delivering tailored solutions. Expertise in strategic account management, sales forecasting, contract negotiation, and cross-functional collaboration. Proficient in identifying new business opportunities, expanding existing accounts, and ensuring exceptional customer satisfaction. Demonstrated success in managing high-value client portfolios while consistently exceeding sales targets and fostering long-term partnerships. A strong communicator with a customer-centric approach and a deep understanding of market trends and customer needs.

Key Skills:

Sales Strategy Development – Ability to create and implement effective sales strategies to meet company goals.

Lead Generation prospect – Expertise in identifying and qualifying new business opportunities.

Negotiation Skills – Strong ability to negotiate pricing and terms with clients to achieve win-win outcomes.

Closing Techniques – Proven track record in successfully closing high-value deals and contracts.

Cross-selling & Upselling – Proficiency in identifying additional opportunities within existing account increase revenue.

Additional Skills

CRM Software Proficiency – Expertise in using customer relationship management tools (e.g., Sales force, HubSpot) to track, manage, and analyses client interactions and sales activities.

Market Research & Competitive Analysis – Strong ability to analyses market trends, assess competitor offerings, and position products or services to gain a competitive edge.

Solution Selling – Proficient in identifying clients' pain points and tailoring customized solutions that meet their specific business needs.

Sales Presentations & Demos – Expertise in delivering impactful sales presentations and product demonstrations that engage potential clients and close deals.

Project Management – Ability to oversee the delivery of complex solutions, ensuring timely execution and customer satisfaction.

Team Leadership & Mentorship – Experience in leading sales teams, mentoring junior team members, and fostering a collaborative, high-performance environment.

Financial Acumen – Ability to understand financial metrics and KPIs to guide pricing strategies, sales forecasts, and budgeting decisions.

Negotiation & Conflict Resolution – Skilled in handling objections, negotiating terms, and resolving disputes to maintain strong relationships with key clients.

Cross-Cultural Competence – Experience in managing accounts across different regions or countries, with an understanding of cultural nuances in communication and negotiation

Work Experience

Assistant Manager (Business Development / Key Accounts and Pricing)

1. AGS Relocations India (P) Ltd _ Delhi

Joining by December 2024 to March 2025

Responsibilities:-

Lead Generation & Prospecting: Identifying and targeting new business opportunities through market research, networking, and cold calling.

Sales Presentations & Product Demonstrations: Conducting product presentations to potential clients, showcasing the value and benefits of the company's offerings.

Sales Negotiations & Closing Deals: Negotiating terms and conditions, preparing quotes, and finalizing agreements with customers to close sales.

Pipeline Management: Maintaining an active sales pipeline, tracking progress, and ensuring timely follow-up with prospects and leads.

Achieving Sales Targets: Meeting or exceeding sales quotas by driving sales growth and ensuring consistent revenue generation.

Client Relationship Building: Developing and nurturing strong, long-term relationships with key clients, understanding their needs, and ensuring high levels of customer satisfaction.

Account Planning: Creating and executing strategic account plans to expand and grow key accounts.

Cross-Selling & Upselling: Identifying additional opportunities within existing accounts to drive additional revenue.

Account Retention: Ensuring that key clients remain satisfied with services/products, reducing churn, and maximizing lifetime value.

Pricing Strategy Development: Developing competitive and profitable pricing strategies for products/services based on market research and company objectives.

Price Negotiation: Collaborating with clients to determine mutually agreeable pricing, offering discounts or customized pricing when necessary, while maintaining profitability.

Market Analysis: Continuously monitoring market trends and competitor pricing to adjust strategies and ensure competitiveness.

Sr. Executive (Business Development/ Key Accounts and Pricing)

2. PM Relocations (P) Ltd_ Gurgaon

Joining by August 2021 to December 2024

Responsibilities: -

Client Acquisition & Engagement: Conducted presentations to new clients, effectively educating them on product features, services, and offerings. Maintained strong relationships with existing clients, ensuring consistent communication to identify new needs and provide appropriate solutions.

Customer Issue Resolution: Acted swiftly to resolve client issues, ensuring satisfaction and building long-term partnerships. Successfully closed deals by offering tailored solutions that addressed client concerns.

Coaching & Mentoring: Provided guidance to subordinates in successful sales techniques, promoting cross-selling to drive revenue growth. Fostered a collaborative environment to encourage best practices across teams.

Pricing Strategy Development: Led the formulation of direct pricing strategies, ensuring alignment with market conditions to maximize profitability. Ensured integrity and accuracy in all pricing decisions.

Pricing Negotiations: Played an active role in pricing negotiations, preparing and presenting competitive Best and Final Offers to clients while maintaining profitability and market competitiveness.

Pricing History & Financial Impact Analysis: Managed and updated a pricing history database for reference and analysis. Conducted financial evaluations to assess the effectiveness of pricing actions, ensuring positive financial outcomes and sustained profitability.

Procedure & System Enhancements: Defined new business procedures and identified resource needs to improve and maintain a robust pricing system. Collaborated with cross-functional teams to ensure seamless implementation.

Pricing Process Management: Oversaw the entire pricing process, continuously seeking ways to improve efficiency and ensure a timely response to market changes. Analysed the financial impact of pricing approaches and their alignment with overall profitability.

Senior Executive (Sales and Operation)

3. OM Trax Packaging Solutions Ltd. _ Pune **From May 2019 - August 2021**

(A group company of OM Logistics Ltd) Pune, Maharashtra

Responsibilities: -

Client Acquisition & Retention: Developed and executed strategies to acquire new clients while maintaining and strengthening relationships with existing clients and key personnel within customer organizations.

Sales Focus & Strategy: Designed tailored sales plans that focused on customer preferences, ensuring that products and services were aligned with their needs.

Business Reviews & Client Satisfaction: Conducted regular business reviews to ensure clients' satisfaction with products and services, addressing concerns and optimizing service delivery.

Complaint Resolution: Monitored company performance against service level agreements (SLAs), quickly resolving any customer complaints to maintain high satisfaction and retention.

Cross-Department Liaison: Collaborated with internal teams to ensure client needs were met effectively and efficiently, facilitating smooth project execution and service delivery.

Performance Monitoring & Reporting: Regularly reported on the achievement of targets, identifying any gaps and recommending actions to improve performance and client satisfaction.

Quality & Cost Monitoring: Monitored and ensured the quality, quantity, delivery times, and transport costs met agreed-upon standards.

Contract Negotiation: Negotiated rates and contracts with transportation and logistics providers, ensuring competitive pricing and favourable terms for the company.

Budget Management: Held responsibility for the branch budget, ensuring financial targets were met and costs were managed effectively.

Project Execution & Monitoring: Led the execution and monitoring of various company projects, ensuring timely and successful completion.

Client Satisfaction Surveys: Conducted client satisfaction surveys and reviews, gathering feedback to improve service quality and foster long-term relationships.

Executive (Sales and Marketing)

4. OM Logistics Ltd _ New Delhi

from July 2015 - May 2019

Responsibilities: -

Business Plan Design & Implementation: Developed and implemented strategic business plans aimed at expanding the company's customer base and solidifying its market presence. Focused on long-term growth and market penetration.

Market Identification & Competitive Awareness: Identified emerging markets and market shifts, staying informed about new products and the competitive landscape to adapt strategies accordingly.

Customer Relationship Building: Built and nurtured strong, long-lasting relationships with clients by partnering with them to understand their unique needs and delivering tailored solutions.

Customer Satisfaction & Retention: Conducted regular business reviews with clients to ensure satisfaction with products and services, proactively addressing any concerns to maintain high levels of loyalty and retention.

Shipment Supervision & Delivery Oversight: Supervised the end-to-end shipment process, ensuring all deliveries were completed smoothly and on time, resulting in high customer satisfaction.

Negotiation & Pricing: Negotiated pricing structures with prospective customers, balancing competitive pricing with service delivery expectations to secure profitable contracts.

Sales Performance & Reporting: Presented comprehensive sales, revenue, and expense reports to senior management, offering realistic forecasts and actionable insights to guide business decisions.

Sales Forecasting & Target Achievement: Prepared and delivered realistic sales forecasts, contributing to the planning and alignment of business resources to meet company objectives.

Education	Year
Master of Business Administration (MBA) Marketing Uttarakhand Technical University (Dehradun)	Year 2015
Bachelor of Arts Kumaon University, Nainital	Year 2011

Personal Details

D.O.B: - 3rd June 1990

Marital Status: - Married

Current Address: Dwarka, New Delhi