**ISHA GUPTA** **Mobile No-: +919818717365**

**E-Mail id–:ishagupta88@gmail.com**

**PROFESSIONAL ABSTRACTS**

* A competent professional with 3yrs experience in Sales ,Business Development.
* Responsible for overall sales, revenue generation for the company.

KEY TASK HANDLED

Sales

* Setting sales targets / arranging trainings for the frontline based on a broad strategy of the company.
* Responsible for both Primary & Secondary sales by visiting individual households, architects & Interior designers.
* Driving sales efforts for attainment of periodical targets with a view to optimize revenue from secondary as well as primary sales and achieve business excellence.

**BUSINESS DEVELOPMENT**

* Provided an advisory and consulting services to over 350 project sites till date throughout Delhi/NCR, working alongside customers, architects and interior designers.
* Revenue Expansion and demand generation through contractor meets, Architects & Interior decorators while meeting them at regular intervals and visiting to various large sites in order to broaden the scope of the company’s value.
* Deep experience in residential real-estate (apartments, homes, bungalows, etc.) Expertise in brain-storming with customers to help them narrow product choices based on their preferences, specifications and expectations
* Devising & executing competitive sales programs/strategies to improve the product awareness and ensure enhanced brand visibility at various levels such as architects, contractors, painters, consumers, applicators, dealers, sub dealers and influencers through various promotional activities.

**TEAM MANAGEMENT**

* Aligning the team members through participatory planning to ensure ownership and drive towards achieving larger team objective.
* Recruiting, coaching & monitoring the team members to ensure efficiency in sales operations and meeting of individual & group objectives.
* Ensuring that each and every member of team completes his target and earns performance incentive.

**ORGANISATIONAL EXPERIENCE**

**Current Company**

**WOVEN GOLD ACRYLIC INDIA PVT LTD (Sanitary Company)**

April 2014- till date – Sales Executive ( Delhi/NCR)

Current Profile

* Generating business from Architects , Interior designers & Builders.
* Increasing the revenue by getting the product approved at the site and finally closing the deal.

PLANMAN HR PVT LTD ASSOCIATES OF (AKZO NOBEL INDIA LTD)

July 2012- March 2014 – Regional Colour Consultant ( Delhi/NCR)

Work Profile

* Generating business from Architects, Interior designers & Builders.
* Increasing the revenue by getting the product approved and getting the sites done by the company’s painters.
* Charging for the consultation given.
* Handling a team of 120 off roll employess in training them about colours, products, software.
* Visiting all the dealers of Dulux in Delhi/NCR and also increasing the sales through the dealers by making them aware of the Dulux profitable schemes .

**MANPOWER SERVICES INDIA PVT LTD ASSOCIATES OF (ASIAN PAINTS LTD)**

July 2011 – July 2012– (Colour Consultant)

ACADEMIC & CREDENTIALS

* Diploma in Interior Designing from South Delhi Polytechnic for Women.

**PERSONAL DETAILS**

Date of Birth **28thOct 1988**

Permanent Address **1699/4 GovindPuriExtn ,Kalkaji, New Delhi-19**

Marital status **Single**

Language known **Hindi & English**

Date

Place

(Signature )

Isha Gupta