



ANKIT SHUKLA - Elite Performing Sales Professional

Competitive, ambitious, and performance driven Sales professional with 11+ years experiences in **Product Sale, Solution Selling, Corporate Sale, Technical Sales and Marketing, Business Development** with a leading organization of repute -

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Key Skills

Strong Sales Acumen

Believes in Networking

Industrial Equipment Selling

Foundry Products Sales

Solution Selling

Channel Sales Management

Client Acquisition & Retention

IoT Industry

Enterprise Account Management

Profile Summary

- A competent professional, offering **nearly 12 years** of rich experience in **Product Sales, Corporate Sales, Technical Sales, Solution Selling and Business Development**
- Remaining on the cutting-edge, **driving new business** through key accounts and establishing strategic partnerships & dealer relationships to increase channel revenue
- Successfully managed fortune **100 clients** to deliver successful marketing programs, build & lead high performance teams
- Expertise in **increasing sales revenues, exceeding targeted sales goals**, developing profitable & productive business relationships and building an extensive client base
- **Having major expertise in handling customers in Industrial domains, Industrial Products, Capital Machinery, Foundry Products, IIoT, Automobile parts manufacturer**
- Planned and executed effective sales/new business development strategies while working closely with the national account team to ensure sales goals were achieved
- Create consistent pipeline demand through personal professional network, qualified leads generated by marketing team and own prospecting activities
- Consistent success in **maximizing corporate performance, driving growth**, generating revenues, capturing market share and enhancing the value in markets
- Keen **customer centric approach** with skills in addressing client priorities & resolving escalation within TAT, thereby attaining high business & compliance score
- An **innovative & result-orientated professional** with strong planning, communication, interpersonal & negotiation skills; proven capability to surpass targets within given deadlines, team player

Career Timeline

AIA Engineering Ltd. Sr.
Sr. Sales Engineer

Zircar Crucibles Pvt. Ltd.
Regional Manager-Sales

Foseco India Ltd.
Sr. Sales Engineer

Lumium Design
Engineering Pvt. Ltd.
Regional Manager-Sales

MeshTek Labs
Sr. BDM

Jun'09-Jun'14

Jun'14-Jun'17

Jun'17-Feb'18

Feb'18-Oct'20

Since Oct'20

Education

- **MBA(Marketing)** from Som Lalit Institute of Management, Gujarat University, Ahmedabad in 2013
- **Bachelor of Engineering (Mechanical)** from Charotar Institute of Technology, Changa (Nadiad) in 2009

Achievements

- Conferred with **Best Sales Person of FY-18/19** at **Lumium Design Engineering Pvt. Ltd.**
- Successfully developed a new product at Ms Jindal SAW Ltd., Ms Sathavahana Ispat Ltd. at **Zircar Crucibles Pvt. Ltd.**

Work Experience

Since Oct'20 with MeshTek Labs, at Ahmedabad as Senior Business Development Manager – Sales & Marketing

Key Result Areas:

- Ensuring that all the planned and anchored marketing activities are implemented in the markets
- Handling different industries like foundry, heavy machinery, engineering products for our IIoT solutions
- Product sales with up-sell and cross-sell to existing customers with following “Target Audience, Problem, Solution, Value”
- Exploring the new prospects from industrial products side to expand the business verticals into new areas
- Using a “Social Selling” method to reach prospects which includes the use of LinkedIn, Google Alert, Webinar portals, etc.
- Creating and managing demand (pipeline), Mature (opportunities) and execute opportunities (Closures)
- Maintain well organized, up-to-date and accurate sales information, CRM and activity reports
- Develops a business plan and sales strategy for the market that ensures attainment of company sales goals and profitability
- Capture market information, trend, voice of customers, competitor movement, market share, and provide regular inputs to the management, & product development team
- Establish strong long-term relationship with existing/prospective customers, cross selling, networking, presenting, promoting MeshTek products during industry events, exhibitions, conferences, etc.

Feb'18-Oct'20 with Lumium Design Engineering Pvt. Ltd., Ahmedabad as Regional Manager-Sales

Key Result Areas:

- Developed and deployed quarterly and annual plans, programs and policies for company sales managers; leading cross-company sales objectives and preparing sales budgets & targets
- Steered all potential sales opportunities including distribution strategies, reseller agreements and product segmentation
- Handled HVAC industrial customer like boiler manufacturers, swage water treatment plant manufacturers and other large projects
- Managed large business initiatives and virtual teams to develop and create sales potential in new markets
- Formulated strategies for achievement of volume and gross contribution targets across the national market and building detailed sales plans in line with the budgets
- Scheduled proactive visits and meetings to the customers in a planned manner, to develop better understanding of the customers' requirements and create strong rapport with customers
- Generate sales forecast, update business case and all sales activities, continuous monitoring, updating and adjusting it to reflect the market demand

Jun'17-Feb'18 with FOSECO India Ltd., Pune as Sales Engineer

Key Result Areas:

- Developed and appointed new business partners to expand product reach in the market and working in close interaction with the dealers & distributors to assist them in promoting the product
- Managed end-to-end sales operations of Industrial Equipment and Automobile Parts
- Managed Automobile industry segment like Maruti, Makino, ASK Automotive, Hero, Shri Ram Piston, Endurance and Paranjape Autocast
- Liaised with Sales support, Applied Engineering, formats, after market team for quick response to the customer
- Administered delivery & installation of the products at customer's end; coordinated with them for performance of the product as a post sales activity

Jun'14-Jun'17 with Zircar Crucibles Pvt. Ltd., Ahmedabad as Regional Manager – Sales (Gujarat & MP)

Key Result Areas:

- Supervised the performance of the dealer & distributors with key emphasis on achieving revenue targets
- Monitored and analyzed market trends and competitors activities to set the new business initiatives
- Developed strong relationship with Key Customers and Decision Makers to defend existing business and early adoption of new products and practices
- Prepared and conducted presentations/product demos at distributor partner and at dealerships (business reviews, product trainings, etc.).
- Made mutual business plan with channel partners and provide support as well as drive execution to meet the plan
- Established sales campaigns targeted at specific vertical and product markets

Jun'09-Jun'14 with AIA Engineering Ltd., Ahmedabad as Sr. Sales Engineer

Key Result Areas:

- Visited the customer sites at different cement and mining plants to prove products quality to acquire bulk orders.
- Having the knowledge of processes like annealing, tempering, hardening, fettling of different castings as in frequently in touch with the production planning for my orders
- Formulated strategies & reached out to the unexplored market segment/customer groups for business expansion by developing grass root business network for Cement and Mining industry specific
- Fulfilled sales needs and maintained most economical capacity usage by planned and expected production capacity usage through monthly and quarterly plans
- Administered
 - Sales and marketing operations for industrial products, ensured accomplishment of set business targets, met the ever-increasing competition from organized and unorganized structure
 - Planning, operations & analysis for assessment of revenue potential in business



Major Customers Served



Career Achievements

- Conferred with Best Sales Person Of The Year (FY 18-19) at Lumium Design Engineering Pvt. Ltd.

- Awarded and praised by management for successfully developed a new product at M/S Jindal SAW Ltd. and M/S Sathvahanalspat Ltd.

Personal Details

Date of Birth: 23rd February 1988

Languages Known: English, Hindi and Gujarati (Native)

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