

# JATIN SHAH

## Sales Manager

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**Analytical**, strategic-thinking sales professional with over 12 years of comprehensive experience in relationship-building, partnership cultivation, **top account retainment** and profit channel growth. Expertise in expanding **network connections**, persuasively introducing products, implementing pricing models, **inventory control** and projections, **vendor relations** and **territory development**. Talented at identifying customer needs to deliver effective solutions.

## SKILLS

Team Management

Business Development

Key Account Management

Leadership

Strategic Planning

Team Building

Sales

Business Strategy

Relationship Management

Vendor Management

Product Management

Sales processes

## WORK EXPERIENCE

### Sales Manager

LUBI ELECTRONICS, GUJARAT

May 2014 - Present

- Managed sales employees and counseled employees based on their professional growth and productivity.
- Researched competition** and **developed strategies** to stand out as a company against competitors.
- Remained **goal-oriented** and **self-motivated** in every condition.
- Handling pan India product sales and distribution network.
- Qualified incoming team marketing and sales leads to assist with prospecting new contacts.
- Demonstrated products to customers, answered questions and redirected objectives to positive features.
- Contacted customers to immediately find resolutions for escalated issues.
- Managed customer expectations and helped navigate sales processes.
- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
- Supervised sales team of 2 people, stepping in to support employees and deliver smooth sales processes for clients.

### Area Sales Manager

CONTITECH INDIA PVT LTD,  
GUJARAT

May 2013 - May 2014

- Established **sales goals** by **forecasting** annual sales quotas and projecting expected sales volume for existing and new products.
- Identified and maximized **sales opportunities** and increased **customer retention rates**.
- Continually generated sales throughout the area and aided to increase geographic presence.
- Consistently surpassed sales quotas by implementing effective sales strategies.
- Implemented Search and develop top key accounts as per company policy.
- Instrumental in to develop and execute strategic plans to achieve sales targets and expand company's customer base.
- Showed Good communication with aggressive attitude Strong persuasive skills and ability to influence decision makers.

### Sales Engineer

LUBI ELECTRONICS, GUJARAT

Sep 2011 - May 2013

Identified and maximized **sales opportunities** and **increased customer retention rates**

Worked out sales activities and **strategies** based on annual sales target

Managed key accounts sales

**Co-ordinated** sales activities with regional **sales teams, distributors**

Ensure best possible after sales services to **KEY ACCOUNTS**

### Sales Executive

VIVANTE PUREFOODS PVT LTD,  
GUJARAT

May 2010 - Sep 2011

- Identified and **maximized sales opportunities**, and **increased customer retention rates**.
- Surpassed sales quotas by implementing effective sales strategies and equipping providers with powerful product knowledge.
- Led sales department** with a can-do attitude and high quarterly sales.
- Tracked, measured and reported on trends for sales team analysis and decision making.

- Demonstrated products to customers, answered questions and redirected objectives to positive features.

## EDUCATION

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**MBA: SALES AND  
MARKETING**

**N R INSTITUTE OF BUSINESS  
DEVELOPMENT**

**Grade:  
FIRST**

**BE-MECHANICAL**

**C K PITHAWALA COLLEGE OF  
ENGINEERING & TECHNOLOGY**

**Grade:  
FIRST**

## REFERENCE

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PRATIK JARIWALA  
SALES MANAGER  
SCHNIEDER ELECTRIC  
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