

# DARSH MAKHECHA



## EXPERIENCE

### SALES EXECUTIVE AGROLT SOLUTION PVT. LTD.

09/2024 - Current

- Identify and approach potential customers in the agricultural sector to promote and sell agri-solutions, tools, or services.
- Conduct product demonstrations and presentations to farmers, distributors, and dealers to explain features and benefits.
- Build and maintain strong relationships with clients, ensuring high customer satisfaction and repeat business.
- Achieve monthly and quarterly sales targets as per the assigned territory or product line.
- Collect and analyze customer feedback and market trends to suggest improvements or identify new opportunities.
- Coordinate with internal teams for timely delivery, service support, and product availability.
- Maintain records of client interactions, transactions, and follow-ups using CRM tools or company systems.
- Participate in trade shows, field events, and awareness campaigns to enhance brand visibility and reach.
- Provide regular reports and insights on sales performance and competitor activity to management

### Sr. SALES EXECUTIVE INDIAMART INTERMESH LTD

10/2022 - Current

- Identify, approach, and onboard potential business clients** to subscribe to **IndiaMART's premium listing and lead generation services**.
- Understand client requirements** and offer **customized digital solutions** to enhance their **visibility** and **inquiry volume** on the platform.
- Manage **end-to-end B2B sales cycle** including **lead generation, client pitching, negotiation, closure, and post-sales support**.
- Build and maintain **strong client relationships** to ensure **renewals, upselling, and long-term retention**.
- Collaborate** with internal teams (onboarding, service delivery, technical support) to ensure **seamless customer experience**.
- Achieve assigned sales targets and revenue goals** through **field visits, virtual meetings, and cold calling**.
- Train and educate** clients on how to use the **IndiaMART platform effectively** for their business growth.
- Track and report KPIs** such as **conversion ratio, client acquisition rate, and monthly revenue**.
- Stay updated on **market trends, industry insights, and competitor strategies** to identify and leverage **growth opportunities**.

### C.I.C (CERTIFIED INTERNET CONSULTANT) JUSTDIAL.COM

01/2022 - 10/2022

- Identify and approach potential business clients** to promote Justdial's online presence solutions and subscription-based services.
- Conduct **business need analysis** to provide customized digital visibility solutions on the Justdial platform.
- Drive **client acquisition** by showcasing how Justdial can help generate leads,

## CONTACT

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## SUMMARY

Results-driven Business Development Manager with a passion for driving growth and building strong client relationships. Eager to contribute in dynamic and challenging environments that foster both professional and personal development. Skilled in identifying new business opportunities, developing strategic partnerships, and delivering revenue-driven outcomes. Seeking a role that offers advancement, innovation, and long-term impact.

## SKILLS

- Strategic Planning
- Client Acquisition & Retention
- B2B & B2C Sales
- Market Research & Analysis
- CRM Tools (e.g., Salesforce, Zoho)
- Lead Generation & Conversion
- Revenue Growth Strategy
- Negotiation & Closing Deals
- Channel Partner Development
- Relationship Management
- Territory & Pipeline Management
- Presentation & Communication Skills
- Cross-functional Team Collaboration
- Data-driven Decision Making

improve search ranking, and grow customer reach.

- **Pitch and close deals** through in-person meetings, video calls, or telephonic interactions, ensuring complete understanding of the client's business.
- Maintain **client relationships** and ensure high levels of **customer satisfaction** and **retention** through timely support and regular follow-ups.
- Collaborate with the **onboarding and service teams** to ensure seamless listing, content accuracy, and prompt issue resolution.
- Consistently **achieve daily, weekly, and monthly sales targets** and adhere to KPIs set by the organization.
- Keep track of **market trends, competitor offerings**, and **customer feedback** to suggest improvements in offerings and strategies.
- Provide **product training and platform usage guidance** to clients for optimal benefit from their subscription.

■ **SALES EXECUTIVE BAJAJ FINSERV**

08/2021 - 11/2021

**Department: Consumer Durable Loan**

- **Promote and sell consumer durable finance products** at retail outlets including electronics, appliance, and furniture stores.
- **Identify customer eligibility** and explain loan features, interest rates, EMI plans, and documentation requirements.
- **Assist customers in completing the loan application process** through digital or in-person channels.
- Coordinate with **retail partners and store staff** to maximize loan conversions and improve store-level performance.
- **Cross-sell financial products** such as extended warranties, personal loans, or EMI cards to eligible customers.
- Ensure **timely submission of documents**, verify KYC, and maintain compliance with internal and regulatory norms.
- **Achieve daily/monthly loan disbursement targets** and ensure high approval-to-application conversion ratios.
- Handle **customer queries, escalations, and service issues** professionally to ensure a smooth borrowing experience.
- Maintain daily sales reports and provide regular updates to reporting managers.

■ **SALES EXECUTIVE HDFC BANK**

01/2021 - 07/2021

**Department: Consumer Durable Loan**

- **Promote and sell consumer durable finance schemes** across partner retail outlets dealing in electronics, appliances, and other durables.
- **Approach walk-in customers**, explain available EMI options, and **convert in-store buyers into loan customers**.
- **Assess customer eligibility** by checking credit scores, KYC documents, and income proofs, as per HDFC Bank policies.
- **Process loan applications digitally**, ensuring accuracy and compliance with regulatory norms.
- **Coordinate with store managers and retail staff** to increase loan penetration and product visibility.
- Ensure **timely login of files, approvals, and disbursements** with minimal rejection rate.
- **Achieve monthly sales targets** for loan volume and customer acquisition set by the bank.
- Provide **post-sales support**, resolve queries, and ensure high levels of **customer satisfaction**.

- **Generate leads** for other banking products like personal loans, credit cards, and insurance where applicable.
- Maintain **daily MIS and sales reports**, and share timely updates with the reporting manager.

#### **MANAGER** HORN OK PLEASE RESTAURANT

12/2019 – 12/2020

DEPARTMENT – FOOD AND BEVERAGE :

- Supervised daily restaurant operations ensuring smooth service flow.
- Managed F&B staff scheduling, training, and performance.
- Ensured high standards of food quality, hygiene, and guest service.
- Handled inventory, vendor coordination, and cost control.
- Addressed customer feedback to enhance dining experience.
- Monitored sales, prepared reports, and met revenue targets.

#### **TRAINEE (INDUSTRIAL TRAINING)** RAMADA PLAZA PALM GROOVE

05/2016 – 10/2016

- Contributed to project management tasks, tracking progress and coordinating with team members for timely completion.
- Collaborated with management and team members on end-to-end project needs, organising materials, facilitating communication and proofreading work.



## **EDUCATION**

### **BHTM**

**Vivekanand Institute of Hotel & Tourism Management**, 01/2019

GPA: 70

### **HSC**

**Shri P.V Modi School** – Rajkot, Gujarat, 01/2015

GPA: 70

### **SSC**

**Shri P.V Modi School** – Rajkot, Gujarat, 01/2013

GPA: 80



## **PERSONAL INFORMATION**

- Date of birth: 1997-10-15
- Marital status: Single



## **REFERENCES**

Mr. Nitish Sharma, Tumble DRY Company, Sales Manager, Saurashtra, Gujarat, +91 96010 02710