

## Abhishek Raj

Lean Six Sigma Certified | Advanced Google Analytics | Product Trainer | Sales & Operations Specialist

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## Professional Summary

Dynamic and results-driven Sales and Training Professional with 9+ years of experience in sales management,

product training, and team leadership. Proven ability to enhance sales performance and deliver exceptional training programs

aligned with business goals. Expertise in operational training, relationship management, and data analysis.

Passionate about talent development and organizational growth.

## Skills & Competencies

- Sales Strategy & Execution
- Product & Soft Skills Training
- Employee Onboarding & Development
- Retail Sales Coaching
- Team Leadership & Motivation
- Data Analysis & Reporting
- Performance Metrics & KPI Tracking
- Process Improvement (Lean Six Sigma)
- Customer Relationship Management (CRM)
- Training Needs Analysis & Workshop Facilitation

## Work Experience

LTA School of Beauty Pvt. Ltd. (Handling Training of HUL-Lakme India)

### Area Training Manager | 02/2025 – Present

- Leading training operations across the Bihar region, ensuring alignment with business goals.
- Driving skill development initiatives for beauty advisors to enhance customer experience and sales performance.
- Implementing data-driven training strategies, leveraging analytics tools for performance

tracking.

### **Deputy Area Training Manager | 05/2022 – 02/2025**

- Boosted customer experience by coaching advisors on personalized sales techniques and upselling strategies, resulting in a 15% increase in average transaction value.
- Conducted monthly meetings and activated work plans, ensuring alignment with organizational goals.
- Managed a team of three trainers, fostering motivation and achieving a 90% retention rate.
- Developed dashboards using Tableau to track sales performance and training effectiveness.

### **Zonal Training Manager | 03/2019 – 05/2022**

- Oversaw training for beauty advisors representing Lakmé, Ponds, Dove, and TRESemmé.
- Developed and executed training programs, improving advisor productivity by 25%.
- Conducted audits and analyzed reports to identify improvement areas, achieving a 20% sales uplift.
- Designed interactive dashboards with Google Data Studio for compliance and performance tracking.

### **On Job Trainer (OJT) | 03/2017 – 03/2019**

- Honored as "Best Trainer in India" for 2017, 2018, and 2019.
- Delivered high-quality sales and operational training to 190+ beauty advisors across 120+ stores in Bihar.
- Improved customer satisfaction by 18% through enhanced advisor training on service quality.

### **Sales Manager | Amrapali Aadya Trading & Investment Pvt. Ltd. | 10/2015 – 01/2017**

- Built and led a high-performing sales team, increasing client acquisition by 30%.
- Conducted market analysis and provided actionable insights for lead generation.
- Successfully managed client accounts, enhancing customer satisfaction by 20%.

### **Area Sales Manager | Avkul Marketing Pvt. Ltd. | 02/2014 – 08/2015**

- Spearheaded sales operations across five districts, establishing a distribution network from scratch.
- Achieved consistent sales targets, driving revenue growth by 35%.
- Streamlined product availability through the creation of a mother depot and distributor networks.

### **Operational Intern | Big Bazaar (Future Group) | 08/2013 – 09/2013**

- Gained hands-on experience in merchandising, sales operations, and store management.
- Assisted in enhancing store presentation, improving customer engagement by 12%.

### **Education**

Bachelor of Business Administration (B.B.A.) | Cybotech Campus, Patna (Sikkim Manipal University) | 2011 – 2015

Intermediate (Arts) | R.S. College, Tarapur (BSEB) | 2008 – 2010

Diploma in Computer Teachers Training Program | National Education Council | 2008 – 2009

### **Certifications**

- Lean Six Sigma Certified
- Advanced Google Analytics
- Google Data Studio
- Tableau Desktop Professional Certification
- Workshop on AI Integration with MS Office
- Building Interactive Dashboards

### **Technical Skills**

- Microsoft Office Suite (Excel, PowerPoint, Word)
- Data Analysis Tools (Tableau, Google Data Studio)
- CRM Platforms and Sales Tools

### **Awards & Recognitions**

- Best Trainer in India (2017, 2018, 2019)

## Portfolio Projects

- Developed an interactive Tableau dashboard to analyze sales trends and identify growth opportunities across 120+ stores.
- Designed a Google Data Studio report for tracking training effectiveness, leading to a 15% improvement in advisor performance.
- Created a Lean Six Sigma process improvement project, reducing training delivery time by 10%.