

NAINSI JAISWAL

Email: nainsijaiswal89@gmail.com ; Mobile: +91 7603090662



EXECUTIVE SUMMARY

Offering **10 years** of proven experience major in **End to End IT Sales and Business Development (B2B), Customer Relationship Management**. Adept at handling day to day activities in doing Market research and Co-ordination for new business development to ensure smooth business growth.

Organizational Experience

Aug'2022 till Date

Conam Technology- Gurugram

**Solution Discovery
Manager**

Providing **Salesforce Solutions in the US market** targeting small & mid-sized companies. Generating leads through various sources and working with the development team internally to understand the requirements and provide the solution. The profile includes:

- Lead Generation through various tools such as Upwork, Apollo, LinkedIn Navigator etc.
- Preparing of Marketing campaigns to generate the leads
- Daily research on Upwork for job requirements
- Discussing the suitable Upwork jobs internally and preparing for the bid with proposal
- Scheduling the meeting with development team & client to discuss the requirement in detail
- Converting the lead to different stage in the funnel (Cold, Warm, Hot)
- Closing the deal

Oct'2021 to June'22

BoardPAC- New Delhi

BDM

Dealing in **End to End IT sales for SaaS bases product** in Indian and International Market. Handling Government and Private companies starting from prospecting to closing the deal. The profile includes:

- Prospecting
- Lead Generation through various tools such as Lusha, LinkedIn, etc.
- Calling and scheduling the meeting for product demo
- Converting the lead to different stage in the funnel (Cold, Warm, Hot)
- Negotiation and closing the deal
- Upselling
- Renewal
- Customer Relationship Management
- Client Retention

August'2017 to March'2021

Ambuja Neotia- Kolkata

Assistant Manage-BD

- Service bases sales by approaching to the brands looking for space on lease in the Mall
- Prospecting and Generating the leads
- Negotiation and closing the deals
- Due diligence, Agreement finalization in coordination with the legal department
- Vendor Management, Customer Creation
- Coordinating with 5 malls regarding the new lease/vacant activities
- Monthly MIS report preparation
- Database management of retail brands
- Monthly brand wise sales analysis report
- Customer Relationship Management

October'2015 to Oct'2016
Messe Frankfurt India Pvt. Ltd

Assistant Conference Producer

Primary & Secondary Research and Business Development:

- Primary and secondary research in Energy and Infrastructure industry, analyzing current trend, future prospects
- Coming up with a new Conference topic and theme and discussing the various aspects of the industry
- Drafting the conference program by keeping the industry trend and stake holder's demand
- Establishing third party partnership with the Industry body and Media partners executing the conference starting from scratch till the execution
- Post Conference Activities

July'2012 to Sep'2015
Infraline Energy; New Delhi

Senior Associate-BD

Sales & Business Development:

- Established business contacts in target markets through Secondary research, telemarketing, direct mail campaigns, trade show participation, Meetings, and vendor relationships
- Maintain strong relationships with key contacts in existing accounts and develop new accounts
- Prospecting and Lead Generation
- Worked on effective pricing and client engagement

Marketing & Communication:

- Branding through effective marketing collateral such as mailers, web banners, brochures, flyers, corporate gift solutions
- Engaging in social media endeavors for brand visibility and recall, customer engagement and retention
- Event collaborations and liaising with 3rd party organizers such as **IRPC, AGPS, Power Gen, Petro world, Petro tech, DSDS etc**
- Responsible for Influencer Relationship Management Contributions to support to the pitch process

Deliverables:

- Business development activities involve approaching energy sector companies and identifying areas/scope of requirement to serve their information need
- Spread buzz in the industry through cold calls, client meetings, negotiations and closing the deals about the service offering.
- Getting in touch with the top management of different organizations for developing business relationship in different verticals
- Ensuring that information is delivered to each concerned department by taking each department as a separate identity.
- Nurture the relationship with the existing clients like **Toyota, Reliance Power, Essar, Axens India, Tata Power, Barclays, etc.** by providing value add-ons on a regular interval.
- Responsible for third party events collaboration through Social Buzz, Media Partnerships to help in generating leads and spreading the footprint in the market
- Responsible for the achievement of target for the corporate marketing department. Market Mapping activity for in- depth analysis of the potential and existing market base

SIGNIFICANT ACHIEVEMENT

- Employee of the month award for achieving highest sales among the team
- Best-student award for excellence in academics in 2009

COMPUTER KNOWLEDGE

MS-Office, Salesforce, CRM, Net Core, Apollo

EXTRA-CURRICULAR

- Participated in Summer Funk Dance competition of Shiamak Davar in 2016, New Delhi
- Completed basic level course of Jazz Dance from Dreamz Academy, New Delhi
- Winner of District level YUVA munch dance competition award 2004
- Listening to music, Reading books and Travelling

EDUCATIONAL QUALIFICATION

Year	Institute/University	Degree	Percentage (%)
2010-2012	The Energy & Resources Institute (TERI UNIVERSITY), New Delhi	MBA (Business Sustainability) Specialization: Marketing	73%
2006-2009	Guru Nanak Dev University, Amritsar	Bachelor of Computer Application (BCA)	69%
2004-2006	S.K.S Women College, Bihar	Bihar Intermediate Education Council: 12 th	55%
2004	Prabhawati Gupta Girls High School, Bihar	Bihar School Education Board (BSEB): 10 th	73%

Marital Status: Married
Date of Birth- 29.09.1989
Place- Noida