

REKHA BANSAL  
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### **BUSINESS DEVELOPMENT PROFESSIONAL**

Strong credentials in delivering superior performances consistently under high-pressure work environments, seeking senior level assignments across the industry.

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#### **PROFILE**

Highly accomplished and results-driven senior manager with over 10+ years of experience in sales and management roles. Proven track record of driving revenue growth, building successful sales teams, and implementing effective strategies to achieve business objectives. Skilled in market analysis, sales forecasting, and team leadership. Strong ability to build and maintain client relationships, resulting in increased customer retention and business expansion. Excellent communication and negotiation skills, adept at collaborating cross functionally to achieve organizational goals.

#### **Core Competencies:**

- ✓ Sales Strategy Development and Execution
  - ✓ Team Building and Leadership
  - ✓ Market Analysis and Forecasting
  - ✓ Client Relationship Management
  - ✓ Revenue Growth and Profitability Enhancement
  - ✓ Cross-functional Collaboration
  - ✓ Data-driven Decision Making
  - ✓ Business Expansion and Market Penetration
  - ✓ Negotiation and Contract Management
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### **PROFESSIONAL EXPERIENCE**

#### **India Exhibition Services (Sports India Expo), Noida**

##### **Senior Manager – Sales & Management (April 2023 – Till Date)**

- Successfully managing a team responsible for lead conversion and booking maximum space during company exhibitions and events.
- Developed effective strategies to maximize lead conversions, resulting in increased revenue and business growth.
- Collaborated with the sales team to align marketing efforts, optimize lead generation, and improve conversion rates.
- Implemented cost-effective measures to reduce event expenses while maintaining high-quality standards.
- Negotiated contracts with vendors to secure favorable terms, achieving cost savings and enhancing profitability.
- Conducted market research and analysis to identify target audiences, understand competitor strategies, and drive successful event campaigns.
- Established strong client relationships and provided exceptional customer service, resulting in high client satisfaction and repeat business.
- Led cross-functional teams, fostering collaboration, and ensuring efficient coordination between departments involved in event planning and execution.
- Implemented effective project management techniques, including setting clear objectives, establishing timelines, and monitoring progress to ensure successful outcomes.

#### **Silveline Power Station Pvt Ltd, Chandigarh**

##### **State Head – Sales & Management (2022 – 2023)**

- Successfully served as the State Head for Punjab, Haryana, and Himachal Pradesh, overseeing dealer engagement and network expansion.
- Managed a team of Field Sales Officers and Area Sales Managers, providing guidance and support to drive sales growth and achieve targets.
- Developed and executed strategies to maximize dealer engagement and ensure effective market coverage across the assigned regions.
- Led the hiring, training, and management of the sales team, fostering a high-performance culture and ensuring alignment with company objectives.
- Implemented sales plans and initiatives to generate revenue maximization for the company, focusing on market penetration and customer acquisition.

- Conducted market research and analysis to identify sales opportunities, understand customer needs, and tailor strategies accordingly.
- Fostered strong relationships with dealers, providing exceptional customer service, resolving issues, and ensuring customer satisfaction.
- Monitored sales performance, analyzed sales data, and prepared reports to track progress and identify areas for improvement.
- Collaborated with cross-functional teams, including marketing and product development, to align strategies and optimize sales efforts.
- Stayed updated with industry trends, competitor activities, and market dynamics to maintain a competitive edge and drive business growth.

### **Udaan Media & Communications Pvt Ltd (Ride Asia & INT-EXT Expo), Ludhiana**

#### **Assistant Manager – Sales & Management (2021-2022)**

- Held the position of Project Sales Leader, overseeing direct tele sales and leading a team responsible for converting leads into maximum space bookings during company exhibitions and events.
- Implemented strategies to optimize lead conversions, resulting in increased revenue and business growth.
- Managed a team of sales representatives, providing guidance, training, and support to achieve sales targets and ensure high performance.
- Collaborated closely with the marketing team to align strategies, optimize lead generation efforts, and drive higher conversion rates.
- Coordinated multiple responsibilities during events across the country, ensuring smooth execution and timely delivery.
- Conducted regular performance evaluations of the sales team, providing feedback, and implementing necessary training and development programs.
- Fostered strong relationships with clients, exhibitors, and event partners, ensuring exceptional customer service and satisfaction.
- Monitored sales performance metrics, analyzed data, and generated reports to track progress, identify areas for improvement, and make data-driven decisions.
- Managed budgets and resources effectively to maximize sales outcomes while maintaining cost control.
- Coordinated with cross-functional teams, including operations, logistics, and marketing, to ensure seamless event execution and achieve business objectives.
- Stayed updated with industry trends, market dynamics, and competitor activities to capitalize on new opportunities and stay ahead in the market.

### **Shreeji Financial Corporation, Ludhiana**

#### **National Head – Sales & Management (2018-2021)**

- Held the position of National Head of Sales, responsible for acquiring, managing, and training manpower across India to generate business for the company.
- Successfully sourced and onboarded approximately 7,000 clients within a year for demat accounts of various companies, achieving significant business growth and revenue generation.
- Developed and implemented strategies to effectively acquire and retain clients, focusing on lead generation, customer engagement, and conversion.
- Oversaw the recruitment and training of sales teams nationwide, ensuring the availability of skilled and motivated personnel to drive sales performance.
- Implemented comprehensive training programs to enhance the sales team's product knowledge, selling skills, and customer service abilities.
- Established performance metrics and targets, closely monitoring the sales team's progress, and providing guidance and support for goal attainment.
- Collaborated with marketing and product teams to align sales strategies with market trends, customer needs, and competitive positioning.
- Conducted market research and analysis to identify potential clients, market opportunities, and competitive landscape, enabling targeted sales efforts.
- Fostered strong relationships with key clients, nurturing partnerships and providing exceptional customer service to drive client satisfaction and loyalty.
- Developed and maintained a robust sales pipeline, ensuring a consistent flow of opportunities and a healthy conversion rate.
- Provided regular reports and analysis to senior management, highlighting sales performance, trends, and areas for improvement.
- Stayed abreast of industry developments, market dynamics, and regulatory changes, adapting sales strategies accordingly to stay ahead of the competition.

## **Daffodils Study Abroad, Ludhiana**

### **Visa Counselor (2017-2018)**

- Worked as a Clients Counselor, responsible for interacting with prospective clients, understanding their profiles and requirements, and guiding them towards suitable positions within the company.
- Engaged in effective communication with potential clients, building rapport and trust to establish long-lasting relationships.
- Conducted thorough assessments of clients' profiles and requirements, ensuring a clear understanding of their needs and expectations.
- Provided guidance and advice to clients, recommending suitable positions or services offered by the company that align with their goals and qualifications.
- Acted as a liaison between clients and internal teams, coordinating efforts to ensure smooth onboarding and transition processes.
- Assisted clients in completing necessary documentation and requirements, facilitating a seamless conversion from prospective leads to active clients.
- Maintained a comprehensive understanding of the company's offerings, services, and competitive advantages to effectively educate and persuade clients.
- Regularly followed up with clients to address any concerns, answer inquiries, and provide ongoing support.
- Collaborated with the sales and marketing teams to optimize client conversion strategies and enhance the overall client experience.
- Utilized CRM systems and other tools to track client interactions, monitor progress, and maintain accurate records.
- Stayed updated on industry trends, market dynamics, and competitor activities to provide clients with relevant insights and recommendations.
- Demonstrated exceptional interpersonal and communication skills to effectively build relationships and persuade clients to choose the company's services.

## **Commodity Life Solutions, Ludhiana**

### **Stock Advisor & Team Manager (2012-2016)**

- Played a key role in the acquisition of new clients through tele sales in the stock exchange industry.
- Engaged with clients to promote stock advisory services, highlighting the potential for generating maximum profit and wealth creation.
- Built strong relationships with clients, gaining their trust and confidence in the company's stock advisory services.
- Conducted thorough needs assessments to understand clients' investment goals, risk tolerance, and financial objectives.
- Provided personalized stock advisory recommendations tailored to clients' specific requirements and investment profiles.
- Educated clients on market trends, investment strategies, and the benefits of diversification to maximize their potential profit.
- Monitored clients' investment portfolios, tracking market performance, and making proactive adjustments to ensure optimal results.
- Provided regular updates and reports to clients, keeping them informed about market conditions, stock recommendations, and investment performance.
- Collaborated with research analysts and investment teams to stay updated on market trends, industry news, and potential investment opportunities.
- Utilized effective sales techniques to upsell and cross-sell additional products and services to clients, maximizing revenue for the company.
- Maintained accurate and updated client records, including investment preferences, communication history, and transaction details.
- Stayed updated on regulatory requirements and compliance guidelines, ensuring adherence to industry standards and ethical practices.
- Conducted regular follow-ups with clients to address any concerns, answer inquiries, and provide ongoing support to enhance client satisfaction and retention.

## **Herbalife International Pvt Ltd, Ludhiana**

### **Sales Executive – Sales & Management (2010-2012)**

- Held a position in Herbalife Healthcare Products, responsible for client interaction and understanding their specific requirements.
- Described and recommended suitable product specifications based on customers' needs, preferences, and health goals.
- Developed strong relationships with clients through effective communication and personalized consultations.
- Generated reorders by building trust and rapport with clients, ensuring customer satisfaction and loyalty.
- Conducted follow-up activities to maintain ongoing engagement with clients, addressing any concerns or queries they may have.
- Stayed updated on product knowledge, including ingredients, benefits, and usage instructions, to provide accurate information and recommendations.

- Offered additional support and guidance to clients, such as nutritional advice and lifestyle recommendations, to enhance their overall wellness journey.
- Collaborated with the sales team to identify potential upsell and cross-sell opportunities, maximizing revenue and client value.
- Utilized CRM systems and other tools to track client interactions, record preferences, and facilitate timely follow-ups.
- Stayed informed about industry trends, new product launches, and competitor offerings to provide competitive insights and recommendations to clients.
- Provided exceptional customer service, ensuring prompt response times, and resolving any issues or complaints in a timely and satisfactory manner.
- Maintained strong product knowledge and attended training sessions to continuously enhance expertise in Herbalife Healthcare products.
- Acted as a brand ambassador, promoting the benefits and advantages of Herbalife products through client interactions and testimonial.

### **EDUCATIONAL CREDENTIALS**

**12<sup>th</sup> – National Board**

**Diploma In Business Management & Marketing**

**Bachelor Of Arts**

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#### **Computer Proficiency:**

Windows (98, XP, 2000, Vista), Microsoft Office, Microsoft Word, Microsoft Excel

#### **Upskilling Programs**

Institute              Digicrome Academy

Program              Post Graduation Program in Data Science & Artificial Intelligence

Duration              11 Months

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### **PERSONAL DOSSIER**

**Date of Birth:** 28<sup>th</sup> August, 1990

**References:** Available on Request

