

# Garima Soni

Self-motivated Hardworking and driven sales management professional equipped to revitalize sales operations and align procedures to maximize profits and client acquisition. I look forward to a career that provides me an opportunity to gain expertise of the organization of which I am part, though continuous learning. Subsequently I will put all my efforts, skills and knowledge efficiently and effectively to handle whatever responsibility I have to shoulder.

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## PROFESSIONAL EXPERIENCE

### Jindal Steel and Power Ltd. | Sales & Marketing | Gurgaon

Jan 2020 -Present

- Managing sales of structures (Beam, Column, TLT structures, Angle and Channel deal with our Channel Partners and Client like Larsen and Toubro Ltd, Paras Rail, BHEL, Isgec, Hari Om steels, Shanghai Tunnels (RRTS project) GoodLuck steel Works (TLT structures )etc. Primary target was North India followed by other regions.
- Work closely with clients to maintain healthy business relations. Regularly visiting client's projects and dealers to keep a check if they are facing any issue with material quality.
- Resolved customer issues quickly and rigorous follow up over customer concerns for further smooth business flow. Handling positive and negative experience of clients to retain them for further business.
- Meetings done independently with clients and dealers to get more business from them. Quoted the price and proposal mail and successfully converted the sale by adding profit to the company. Recently collaboration done with new Channel partners like Ankush engineering (Himachal), Durga Engineering (Yamuna Nagar), Ghaziabad Mechfab (Ghaziabad). FuelSave System (Faridabad) etc.
- Managing Corporate Strategic Partnership and Alliances with new clients to initiate the business dealings. Travel PAN India to indulge more clients and dealers to keep connected with clients for better business. Periodically sending invitees for special events like Steel day which was held recently in Mumbai and gifts as a memento as a valuable customer. Identifies and drives the development of new market opportunities in the designated market.
- Prepare Offer in co-ordination with the bid. Ensures appropriate technical and financial aspects of offers, Including pricing and trading conditions.
- Main Focus - Handling oil sector (IOCL, HPCL, BPCL, BORL, Haldia Petrochemicals etc.), Power Sector (NTPC, Adani Power, Cairn Energy) and Water Sector in north and east region of India.

## SKILLS

- Teamwork skills
- Goal oriented
- Adaptability
- Channel Partner Management
- Decision Making
- Quick Learning
- Problem solving skills
- Negotiation
- Timeline and prioritizing to finish task on or before target
- Relationship building
- Customer Relationship
- Perseverance

## TECHNICAL SKILLS

- Microsoft Office Data analysis Power point Presentation
- Word Documentation
- MS Excel
- SAP Basic

## LANGUAGES

English  
Native or Bilingual Proficiency

Hindi  
Native or Bilingual Proficiency

## INTERESTS

- Swimming,
- Listening to Music
- Cooking
- Photography
- Driving

- Establishes and maintains effective customer relationships to understand customer needs, promote customer understanding of full product, services offering and align to provide a Solution.
- Sell products, profitability targets for assigned business units.
- Successfully handling dealer network.

#### **Franchise India Brands Limited | Sales& Marketing- Business Developer | | Delhi**

Nov 2016 - Nov 2019

- Handling sales of franchise of brands categories like food, apparels, Schools, medical chains etc PAN India. Contacts made from leads and on personal level to look for investors seeking for business opportunities. Interaction done with brands in case of final meeting to be aligned with investors.
- Part of event Franchise India Expo organized every year at Pragati Maidan where more then 500+ renowned brands participates like Bata, Garam Dharam, Anytime fitness, The British Institute, Karims etc. Direct invitation sent to valuable investors.
- Monitored investor's area of interest and capability of investment to suggest the suitable business proposal after studying market conditions and competitor actions to adjust strategies and achieve sales goals as a investor and brand owner.

#### **Pragati Power Corporation Limited | Intern | Delhi**

June2012-July2012

Functioning of PPCL, Bhawana Power Plant was studied and analyzed Rajghat Power Plant (135 MW), Inderprastha Gas turbine Power Plant (180 MW) and PPCL (330 MW) were visited and literature review was compared for these power plants

#### **EXTRA-CURRICULAR ACTIVITIES**

- Marketing Co-organizer in College Cult Fest Udbhav 2010 got sponsors from Madeasy, Dominos, NIIT and more
- Member of Mechanical Quiz Committee
- GATE-2013 Qualified
- SPORTS: Basketball and Badminton

#### **VOLUNTEER EXPERIENCE**

##### **Raising Awareness about COVID-19-New Delhi, India**

August, 2020

Organized Fundraising campaigns to purchase masks and Personal Protection Equipment (PPE). Distributed masks and PPE to the homeless and the underprivileged people in the community. Raised awareness about the importance of using masks, proper preventive measures and practicing social distancing in public places.

- Travelling

#### **EDUCATION**

##### **B-Tech | 2014**

Indrprastha Engineering College

##### **XII Board CBSE | Delhi | 2008**

Mother Teresa Public School

##### **X Board CBSE | Delhi | 2006**

Mother Teresa Public School

**Tree Plantation Drives in local areas-New Delhi, India**

June, 2019

Volunteered in a tree plantation drive in collaboration with the local township association "Resident welfare association of Ramprastha Greens" to improve and increase environmental health of the local community. Educated people through various campaigns about mental and physical benefits of trees and their importance promoting social well-being. Raised awareness about the effects of using organic fertilizers vs synthetically produced fertilizers with the association's gardeners

**Teaching Underprivileged Children- New Delhi, India**

December, 2017

Collaborated with "Sunrise Youth welfare association" NGO which aims at providing education opportunities for underprivileged students. Raised School Supplies for the less fortunate children living in the nearby areas. Taught basic mathematics and science to the underprivileged children