

SUNITA SINGH

Sr. SALES AND MARKETING Engg.

Personal Statement

A creative, persistent, agile and driven business development manager who is more than able to nurture relationships with existing clients and to develop new business opportunities. Neil is an expert at putting together penetrative marketing strategies that can help businesses to fulfill their potential. On an individual level she is someone who is committed to his own personal development and progression. She has an enthusiastic approach to direct sales, and possesses a proven track record of achieving targets in a competitive environment. Right now I am looking for a suitable position with a company that is well-positioned for continued growth and development.

Professional skills

Business Development

Competitor
Intelligence Business
Business sales
Market research
Developing new
accounts
Client retention
Lead generation
Commercial
procurement

Managerial

Commercial
Orientation
Administrative skills
Problem solving
Client management
Supply chain Product
development
Export management
Field Closure

Personal

Leadership
Professionalism
Highly motivated
Can handle stress
Always pro-active
Well organized
Conscientious
Digital marketing
MS office.

Employment history

Indian Machine mart

From May 2016 –Present working as Sr. Sales and Markting Engg at Indian Machine Mart.

Journey of Indian Machine Mart.

May 2016 –Aug 2016 Content Writer at Indian Machine Mart.

Sept. 2016 – Apr 2017 Sales Engineer domestic

May 2017- Oct. 2017 Business Development & Sr. Sales Engg.(Domestic + Export)

Nov 2017- present Sr. Sales and Markting Engg at Indian Machine Mart.

Job Responsibilities:-

- Utilize effective prospecting, networking, research, telemarketing, lead qualification, Social Media opportunity development and indirect selling techniques to increase leads.
- Responsible for utilizing company contact lists to generate revenue

- Responsible for identifying new sales opportunities, setting appointments and generating revenue.
- Visiting various customers which include all Manufacturing Industries , OEMs introducing range of products, Govt. Sectors and NGOs provide technical solution and presentation of company products to generate inquiries.
- Co-ordinate with all the Vendors, traders & Company Purchase Head for sale, dispatch, new orders, payments, service, installation, etc .
- Preparing materials for in-house meetings, prospect and client meetings and factory visits.
- Frequently communicating with distributors, company representatives and key clients to resolve any Queries as to business practices.
- Create detailed sales reports to present to management and describing weak areas and initiating ideas to adapt future sales strategies.
- Prepare instructional, descriptive and application literature for existing and new products along with competitive product's periodic reports. Maintain pricing information on choice products regarding both Machines and spares.
- Handle orders by telephone, B2B, B2C meetings email or mail and check that they include correct prices, discounts and product numbers, contacting customers to resolve any queries.
- Sales and promotion of New Products/Machinery by using different classified options like B2B & B2C, Cold Calling, YouTube, LinkedIn, Fb, other portals etc.
- Maintain up-to-date knowledge of industry and competition. Responsible for qualifying leads based on factors such as the prospect's budget and requirements and passing it along to the sales team after it is entered into their company database.
- Attending client meetings at client site and updating sales lead activity and contact information.
- Maintaining sales report by collecting, analyzing, and summarizing sales data.
- Tracks product line sales and costs by analyzing and entering sales, expense, and new business data. Take care of all the order (Including Branches) till dispatch and complete payment, handling all the stock updating.
- Lead Management through the following steps.
[Lead generation ► lead distribution ► lead follow up ► Price Negotiation ► Closure]
- Maintain customer relation through Customer retention process.
[Taking regular service follow up, monthly product updating, random satisfactory call etc.]
- Maintaining Social Sites and regular update of IMM activity and content writing.
- Every day new machine learning task as per customer requirement.

Core Qualifications

- Holds five performance awards from respected industry organizations
- Strong ability to network with key decision makers
- Exceptional communication and presentation skills
- Able to work independently or as part of a team
- Extremely organized when it comes to client information
- Able to work any size territory and meet all sales goals
- Able to travel 60+ Km perday and do 2-3 meeting as per schedule.

Qualification

B.Tech (Electronics and Telecommunication) - 2011 - 2015 from B.P.U.T University, Odisha
Intermediate - 2010-2011 from C.B.S.E Board (D.A.V Public School), Jharkhand

Personal Details

D/O Geeta Devi & Parmendu Kumar Singh
Belongs to Ranchi, Jharkhand, India
D.O.B : 5th ,March,1992
Language: Hindi, English & Odiya
Marital Status : Unmarried

I hereby declare that all the information furnished above are true, complete, and correct to the best of my knowledge and belief, and will be supported by original documents whenever required.

Date: 12/10/2019

Place: Delhi

(Sunita Singh)