

# Mohit Borude

## **Corporate Account Manager - Relinace Jio Infocomm Ltd**

Pune, Maharashtra

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- Driven sales professional with 3.10+ years of successful B2B, Channel sales and Team Handling experience.
- Strong exposures on selling process of solutions like IT products, Telecom products, Packaging products and Printing products.
- Consistently earned appreciation in sales performance by understanding my customer's core needs and building relationships that provide value.

## Work Experience

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### **Corporate Account Manager**

Relinace Jio Infocomm Ltd

February 2017 to Present

Meeting with prospects on regular basis, uncover the requirements and map our offerings with their requirements

- Demonstrate company offerings i.e. products and services to prospects and Proper end- to-end sales closure.
- Ensure and monitor quality of acquisition and handling new SMB accounts and HNI customers
- Achieve profitability (Return on Investment).
- Leading 4 -5 ODSS sales team, handling queries and escalation with senior managers.
- Pre-Sales: Proposal writing, Preparing Solutions literature, Building Documents showing TCO savings to customer over the years if they use specific solutions, building customer centric presentations and literature to connect more to customer.
- Execute events, activity, marketing promotions, display and customer experience schemes.

### **Marketing Executive**

Astroid Technologies

2017 to January 2017

Single point of contact for prospects / customers

- Marketing Campaigns: Marketing Campaign for Product Launch, Email Marketing to penetrate more customer base, Inputs for social media presence.
- Market Research: Filtering major chunk of data into strategic resource i.e. relevant information about customer and their needs, creating qualified customer profile before reaching out to them face-to-face, Cross-selling for different products/solutions using market research data.
- Lead Generation, Meeting and Demonstrate company offerings i.e. products and services to prospects
- Proper end-to-end sales closure

- Pre-Sales: Preparing Solutions literature, Building Documents showing TCO savings to customer over the years if they use specific solutions, building customer domain-centric presentations and literature to connect more to customer.
- Contributed in of marketing initiatives like road shows, product launch, social media campaigns, etc

## **Marketing Executive**

Bhavmark Systems Pvt. Ltd

May 2015 to May 2016

Key account management and new business development

- Market research for identifying right Business opportunity
- Database generation
- Cold calling and Email Marketing
- Lead Generation
- Relationship building
- In-house developed products campaigning
- B2B Direct Sales and Closer.

Projects During Academics

1) Project During Graduation

Title: Study the effect of different cross sections of fibers on properties of Fiber

Reinforcement Concrete.

Scope: Due to addition of fiber strengths of concrete increases it can be use in Cement.

2) Project During Post- Graduation

Title: Study awareness of GstarCAD software as a die designing tool in mechanical industry in and around PCMC industrial area.

Organization: Astroid Technologies, Duration: 2 Months

Scope: Carry out market research to study awareness and market potential for GstarCAD software in PCMC industrial area.

Generate leads, arrange appointments, meet clients and demonstrate the GstarCAD software, sales closure and after sales services.

## **Education**

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### **MBA in Marketing**

Indira Global Business School - Pune, Maharashtra

2015

## **Skills**

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ADVERTISING (Less than 1 year)

## **Additional Information**

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- Sales skills: Understanding Needs, Uncovering Concerns, Market Awareness, Cultivating

Relationships, Customer Retention, Solid Closure, Adaptive Selling, Team Leading, Ability to communicate and to convince people for the right cause, Understanding of customers Negotiation Strategies, Understanding of Advertising &Marketing Strategies.