

Nishant Singh

HEAD OF SALES – NORTH INDIA

An achievement-driven professional targeting challenging assignments in **Sales & Marketing** and **Business Development** with an organization of repute, preferably in **India/Overseas**.

Profile Summary

- Undergraduate in Mechanical Engineering with **PG Diploma in Marketing Management** and **6 Years** of experience in **Sales & Marketing** and **Business Development**
- Merit of managing **pre & post-sales** with PLC based **automation** like Construction **Machine Assembly Line**, **Agriculture Machinery** and **Mining Underground Equipment**.
- Hands-on experience in managing all stages of sales process from business development & lead qualification to Requests for Proposals (RFPs), technical needs analysis & closing
- Gained extensive exposure by representing Roobuck in internationally recognized tradeshows like **IMME 2016-18** and **IME 2016-18**; merit of procuring vital contacts & clients and spreading company's name in Indian subcontinent
- Proficient in working on Pitches, Snap Demonstrations and Webcasts; experienced in **writing white papers** and **sales strategies**
- Skilled in liaising with Sales, Marketing & IT teams to optimize promotion of products & services
- Possess excellent communication, relationship management, team building and analytical skills

Organizational Experience (Pay Roll-on)

GroundHog Apps – Mine Digitization and Automation Oct 2021 – Present Head of Sales – North India

Key Responsibilities :

- Develop a sales and marketing strategy focused on GroundHog Mine Digitization and Automation services.
- Report to CEO and Director of Operation India for business development updates, customer feedback and sales pipelines.
- Identify Fleet Management System, IOT and AI mining project opportunities in Highway Construction Quarry, Cement Manufacturing and Mining companies.
- Conduct research to identify new markets and customer needs
- Arrange and conduct business meetings, product demo and site inspection with prospects.
- Promote the company's products/services addressing or predicting clients' objectives
- Prepare sales contracts, budgetary quote ensuring adherence to law-established rules and guidelines

Trufedu Budgetary Education Pvt td Nov 2020- Oct 2021 Cluster Head/Asst Vice President – MP

Key Responsibilities :

- Train & Motivate all the Relationship Manager/ Sr Relationship Manager and guide him to achieve all the business number for the month. Along with that



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Core Competencies

Sales & Marketing
Business Development
Digital Marketing
Territory / Distribution Management
Industry Tradeshow Management
Strategic Planning
Market Research
Customer Relationship Management

Soft Skills

Collaborator

Motivator

Leader

Communicator

Analytical

have to achieve own target with complete ownership of Sales, Operations and allied branch functions with Financial Planning for Clients.

- Responsible for managing key relationships and ensures business development across all distribution segments and manage Corporate & SMEs at all branch locations of the Cluster.
- Play a strategic role in the future growth and expansion of the organization.
- Responsible for achieving Sales for wealth solutions, acquiring HNI/UHNI(its an individual role).
- Solutions: Mutual fund, Insurance, and other Wealth products along with Loan Book .
- Acquisition of new HNI & UHNI Clients.
- Ensure right- selling by all team members through regular training & product Knowledge.
- Ensuring Compliance with regulations.

Roobuck Australia Pty Ltd

March 2016- March 2019

August 2019 – December 2019

Business Development Manager – Underground Mining Equipments

Key Result Areas:

- Leading subscription to Mail Chimp; conducting regular blast of emails & newsletters; executing & analysing database collection
- Preparing templates for dealer marketing campaigns for Roobuck/Kinyun Australia products; drafting case studies
- Developing marketing content and News update within LinkedIn
- Exploring eBay & competitor's movement (*including new product, prices and their marketing campaign*)
- Delivering active reports with summary & further action planning suggestions
- Administering mining tradeshow marketing and business development
- Supervising re-development of mining equipment sales strategy across Indian market with aim of facilitating business performance improvements
- Enhancing existing relationships and presenting new products & services
- Engaged in design & development of class-leading B2B eBusiness website
- Participating in industry functions like association events & conferences and providing feedback & information on market & creative trends
- Recognizing opportunities for campaigns, services & distribution channels that will increase sales
- Ensuring pre-requisites (*like pre-qualification & getting on vendor list*) are fulfilled on-time by working with marketing staff
- Working & referring with mid & senior level management on business trends to develop new services, products and distribution channels

MKE India

July 2019

Business Development Manager – Contract Mining

April 2019 –

Key Result Areas:

- Develop a growth strategy focused both on financial gain and customer satisfaction
- Identify Quarrying and Contract mining opportunities in Highway Construction and Cement Manufacturing manufacturing companies.
- Conduct research to identify new markets and customer needs
- Arrange business meetings with prospective clients
- Promote the company's products/services addressing or predicting clients' objectives

Recent Career Timeline

Mar'16– Dec 2019	Roobuck Pvt. Ltd.
Nov 2020– Oct 2021	Trufedu Budgetary Education
Oct 2021– Present	GroundHog App

IT Skills

- ❖ CRM
- ❖ Microsoft Office Tools like Word, Excel, Access, PowerPoint and Outlook

Certifications

- ❖ Completed
 - Simplilearn Project Management Certification
 - Vskills Sales Management Certification

Achievements

- ❖ Participated in NSS (National Service Scheme), an organization which provided educational, economic & infrastructure services in rural areas in India
- ❖ Scored AIR 5414 IIT JEE 2009

- Prepare sales contracts ensuring adherence to law-established rules and guidelines

Previous Experience

Noah Equipment Pvt. Ltd., Surat
Regional Sales Engineer

Jul'15 – Mar'16

Oshnic Agrovision Pvt. Ltd., Bhopal
Sales Analyst

Jan'15 – Jun'15

Highlights:

~In Noah Equipment Pvt. Ltd., Surat

- Led establishment & management of new business arm centred in provision of Madhya Pradesh which required development of an independent customer base
- Worked & coordinated with professionals and third parties to set up infrastructure for company
- Created brand awareness in market by utilizing sales & marketing tools
- Developed new project for future use by playing a key role in company initiative
- Engaged in negotiations with customers & clients on behalf of firm
- Built corporate relationships with customers & industry/market leaders by developing strategies & business for firm

~In Oshnic Agrovision Pvt. Ltd., Bhopal

- Reviewed sales data & supply process of machinery & horticulture related products to Kanahsaia Horticulture Government (India) garden
- Accelerated & de-accelerated customer POs with vendors & manufacturers to meet customer needs & minimize production downtime
- Analysed one-time pricing to ensure proper approvals on file and once the same was confirmed, the item was released for invoicing
- Prepared & implemented new billing & forecasting systems to improve overall efficiency
- Gathered & prepared financial reports on quarterly basis and presented financial metrics to upper management

Academic Details

- PG Diploma in Marketing Management from MIT School of Business, Pune
- B.Tech. (Double Major Energy Engineering/Mechanical Engineering) from Vellore Institute of Technology, Vellore, Tamil Nadu in 2014

Personal Details

Date of Birth: 26th March 1991
Languages Known: English and Hindi