

# REWATI PRASAD SARASWAT

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## ***Assignments in Sales & Marketing / Business Development / Customer Relationship Management with an organisation of repute***

### **Professional Profile**

- ≈ A dynamic professional with **over 4 years** of extensive experience in Sales & Marketing, Business Development & Customer Relationship Management.
- ≈ Presently working with '**Bagri Impex Pvt Ltd (TheDormShop.in)**'. As a **Business Development Manager**.
- ≈ A keen planner, strategist & implementer with demonstrated abilities in devising marketing activities and accelerating the business growth.
- ≈ Deft in handling all sales & marketing activities, analysing market trends & establishing healthy & prolonged business relations with clients.
- ≈ An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities. Possess a flexible & detail oriented attitude.

### **Areas of Exposure**

#### Sales & Marketing

- ≈ Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies.
- ≈ Managing sales and marketing operations, ensuring accomplishment of set business targets.
- ≈ Overseeing the preparation of MIS on a periodical basis and providing information about the progress in the field to the top management.

#### Business Development

- ≈ Formulating strategies & reaching out to the unexplored markets/customer groups for business expansion.
- ≈ Exploring new business opportunities in various segments along with concerned branches in the states.
- ≈ Conceptualizing & implementing services plans / policies for the organization, organizing promotional campaigns and ensuring accomplishment of business goals.

#### Channel Management

- ≈ Identifying and appointing dealers, stockist, establishing strategic alliances / tie-ups with financially reliable channel partners thereby resulting in deeper market penetration.
- ≈ Implementing marketing strategies to increase territory sales and promoting the brand name.

#### Customer Relationship Management

- ≈ Mapping client's requirements & providing best products to suit their requirements, generating business from existing accounts and achieving profitability & sales growth.
- ≈ Building and maintaining healthy business relations with major clients, ensuring maximum customer satisfaction.
- ≈ Developing relationships with key decision-makers in target organizations for business development.
- ≈ Building relationship with other local organizations to work in partnership in the same vertical.

### **Employment Scan**

**Feb'2014 Onwards (Business Development Manager)**  
**Bagri Impex Pvt. Ltd. New Delhi (TheDormShop.in)**

#### **Role:**

- ⇒ Meet prospective clients, develop new accounts, generate new business and build long term relationships
- ⇒ Manage and noticeably grow business share from existing clients, Create and execute on detailed sales plan to achieve revenue objectives
- ⇒ Maintain monthly forecast and sales pipeline, Develop and maintain close working relationships with appropriate internal and external resources and partners
- ⇒ Participate in account planning and strategy activity, Articulate appropriately at all customers levels for products features and benefits
- ⇒ Maintain high level of knowledge on products, roadmaps, competition, pricing, market share, and key product differentiation
- ⇒ Team Handling- A team of 2-4 sales executive for the achievement of business goals for assigned territory.

**May'2014 – Jan'2015 (Business Development Manager)**  
**SVM Campus of Education Pvt. Ltd. New Delhi**

**Role:**

- ⇒ Acquires new customers from an assigned geography, and/or a set of names prospects..
- ⇒ E Leads all aspects of the sales process, while calling upon other
- ⇒ Company sales resources to assist in solution development, proposal delivery, and implementation, as needed or as directed by management.
- ⇒ Sells a subset of company products and services to assigned opportunities & Refers opportunities for growth in products and services to other company sales resources as appropriate.
- ⇒ Manages new customers' implementation by directing company implementation resources and by managing customers' expectations and satisfaction with the implementation process.
- ⇒ Ensures a seamless transition of customer responsibility to the account Manager following a successful implementation.
- ⇒ Assist other sales and services function of the organisation.

**August'2013 – April'2014 (Business Development Manager)**  
**WoW Retails Pvt. Ltd. (Mumbai) for Delhi NCR Location**

**Role:**

- ⇒ Develop and manage business of "**Customized USB's & Power Banks**" independently for Delhi NCR.
- ⇒ Executing direct marketing activities including cold calling and interacting with high level corporate clients.
- ⇒ Generating business from new and existing corporate houses & business leads through various sales activities.
- ⇒ Achieving the business objectives of budgeted turnover, revenue and product mix, as planned by managers.
- ⇒ Reviewing the customer's exact requirements & need gaps and working towards bridging the same.
- ⇒ Executing cold calling, direct follow-ups from daily enquiries, buy leads & achieving the project wise targets.
- ⇒ Relationship management with all dealers and Distributors of Corporate Gifts & Industry clients of Corp.Events.

**Jan'2011 – June'2013 (Manager – Marketing & Sales)**  
**Parko Poolo Developers Pvt Ltd. New Delhi**

**Role:**

- ⇒ Develop and manage business of "**Swimming Pool Equipments**" Independently.
- ⇒ Managing sales and marketing Operations, Business Promotional Activities.
- ⇒ Managing & Promoting Online/Social Media, Web-Optimization & SEO to generate Leads.
- ⇒ Establishing smooth relationships with Dealers, Builders and Contractors.
- ⇒ Mentoring advisors to enhance the distribution spread & achieve the targets.
- ⇒ Managing Up-sell and Cross-sell to the existing client base.

**Extra-Curricular Activities**

- ⇒ Scouts & Guide 'Rajya Puraskar' holder and Group Leader for the Cluster & Regional Camps.
- ⇒ 8<sup>th</sup> ranking in "National Bhakti Vedant Samiti" general knowledge (Religious Quest) competition amongst 3 Lack 50 thousand Candidates.

**Academia**

<b>10th (Matriculation)</b> C.B.S.E Board, New Delhi	Kendriya Vidyalaya, Rohini Sector-3 New Delhi - 110085	<b>2005</b>
<b>12th (Commerce)</b> C.B.S.E Board, New Delhi	Kendriya Vidyalaya, Rohini Sector-8 New Delhi - 110085	<b>2007</b>
<b>B.COM</b> Dr.Bhim Rao Ambedkar University	Raja Balwant Singh Collage, Agra	<b>2010</b>
<b>B.A (OMSP)</b> Delhi University	Dayal Singh Collage, South Campus	<b>2010</b>

**IT Skills**

- ⇒ Expertise in Microsoft Office & HTML.
- ⇒ Full Knowledge of Tally 7.2 & Busy Package.
- ⇒ Full Knowledge of Internet, E-mail, E-Commerce, E-Banking & Share Trading.
- ⇒ Complete Command On the Following Software's
  1. Visual Basic 6.0 (Software Development)
  3. Dreamweaver, Php & Asp.net "working knowledge" (Website Development)
  4. Coral & Photoshop (Desktop Publishing)
  5. Windows 95, 98, Xp, Vista, Window 7 (Operating System)

### Personal Details

Date of Birth : 2<sup>nd</sup> July, 1990  
Fathers Name : Mr.Talewar Singh  
Marital Status : Single / Un-Married  
Permanent Address : H.No.B-167, NTPC Badarpur, New Delhi-110044  
Languages Known : English, Hindi, Punjabi and Haryanvi  
Category : General (Male)

I declare that all the information provided above is true to the best of my Knowledge. Documents are attached below.

**Date:**

**Place:**

**(Rewati Prasad Saraswat)**