

# VISHNU RAJ S

## Business Development Executive

A motivated and results-driven Business Development Executive with over 3+ years of experience in sales and logistics management. Proven track record of driving revenue growth and market penetration through strategic planning and customer relationship management.

 vishnusrajs@gmail.com

 +91-9656223458

 Raj Bhavan, Vadakkencherry, Palakkad, Kerala, India

## WORK EXPERIENCE

### **Business Development Executive (US Trade Lane)**

#### THE AIRLIFT GROUP

04/2024 - Present,  Coimbatore  
Headquartered in U.S., Airlift is a global logistics company offering customized supply chain management solutions to all industries.

##### Tasks

- Responsible for new sales development of ocean, air and ground products through deep selling in assigned objective of achieving maximum profitability and growth in line with company budget, vision and values.
- Build strong relationship and undertakes cross selling within existing customer to further develop account potential through end-to-end supply chain
- Analyze customer spending history and forecasting to identify sales opportunity and negotiating terms to secure best business deals.
- Manages RFQ's, tenders and quotes for Business and achieve a high success rate in closing deals.
- Develops SOP's for Strategic Accounts with associated internal colleagues where applicable, to detail all processes, rate structure, and capturing of customer identified KPI.
- Addressing and resolving any issues or concerns raised by clients, working closely with internal teams to find solutions.
- Pursue activities to achieve KPI's and report sales activities & reports on a daily basis through CRM.
- Implemented a streamline lead generation process through targeted calls and emails, improving lead quality by 40%.

### **Sales Support Executive**

#### THE AIRLIFT GROUP

10/2020 - 03/2024,

 Coimbatore

##### Tasks

- Strategically managing and planning all aspects of end-to-end logistics operations for a portfolio of 30+ key accounts having 3000+ TEU annually and lead operational excellence of around 20+ locations via ocean, air and land.
- Served as the primary liaison between customers and all stakeholders involved in the shipment execution, ensuring seamless communication and satisfaction.
- Built strong relationships with clients by identifying and addressing their evolving logistics needs, leading to a high level of customer satisfaction and revenue growth for the company.
- Assumed responsibility for monitoring and meeting all established SOP and KPIs with allocated customers, ensuring service excellence.
- Effectively managed customer inquiries, promptly addressed issues, and provided innovative solutions to enhance customer satisfaction.
- Providing regular reports and data relating to specific areas of the logistics process.
- Handling sales quotations, RFQs and enquiries pertaining to targeted and current accounts.
- Increased sales performance by 10% by providing efficient administrative support to sales team.
- Cultivated and maintained relationships with key accounts, contribution to a 25% uplift in repeat business year-on-year.

## EDUCATION

### **MBA(International Transportation and Logistics Management)**

Indian Maritime University, Chennai

2018 - 2020,

## SKILLS

Customer relationship management

Business Development

Key Account Management

Supply Chain Management

Problem Solving

Negotiation Skill

Lead Management

Salesforce

MS Office

## LANGUAGES

English

*Full Professional Proficiency*

Malayalam

*Full Professional Proficiency*

Tamil

*Professional Working Proficiency*

## WORKSHOPS ATTENDED

### IMDG code

2 days workshop on "IMDG code of 38th amendment of 2018 & perishable cargo and packing containers" by international dangerous cargo expert Shashi Kallada.

### International Freight Forwarding procedures and Documentation

2 days workshop on International Freight Forwarding procedures and documentation organized by MSME-Govt of India, Chennai Division

## ACHIEVEMENTS

Contributed to a 20% increase in sales inquiries by actively participating in the development and implementation of a successful marketing tool.

## INTERNSHIP

Cochin Port Trust