

# ASHISH ANAND

## SALES MANAGER

### PROFILE SUMMARY

- An astute professional with more than 8 years of experience in Client Relationship Management, Operation management, project management, Sales & Marketing and Business Development, purchase and administration in different sector.
- Strong project management/organizational skills.
- Extensive experience of lead generation, commercial negotiation and key account management.
- Budgeting new project development by Qualitative and Quantitative analysis of business environment

### JOB OBJECTIVE

Aspire to work in challenging environment in Sales & Marketing, Business Development, Client Relationship Management and Operation management with a growth-oriented organization preferably in FMCG/manufacturing/ consumer durables sector.

### EXPERIENCE

Sales Manager (North Reigon)	Indio Networks Dec-2024
<ul style="list-style-type: none"><li>• Managed channel sales and built strong partnerships with system integrators across Delhi/NCR and North India.</li><li>• Handled government bids (GeM, PSU tenders) end-to-end, ensuring timely submissions and successful closures.</li><li>• Led a team of 7 BDEs for client acquisition, retention (Winback), and new onboarding (RNB).</li><li>• Drove lead generation and increased regional customer base by 12% through targeted outreach.</li><li>• Handled client objections, delivered product demos, and closed deals with enterprise and public sector clients.</li><li>• Monitored sales KPIs, generated reports, and improved team performance through regular training.</li><li>• Built strong client relationships, conducted review meetings, and improved customer satisfaction.</li><li>• Delivered demos, handled client objections, and supported enterprise and government deal closures.</li><li>• Contributed to a growth in customer base through strategic outreach and engagement.</li></ul>	
Sales Manager (Contractual)	Code And Peddle Jun, 2024 - Nov-2024
<ul style="list-style-type: none"><li>• Develop Growth Strategies and Plans: Understand the unique needs of digital marketing services and craft strategic plans to boost sales and client base.</li><li>• Lead Generation and Sales Targets: Identify potential clients in the target market and complete appropriate research on the prospective client's business and equipment needs.</li><li>• Marketing Initiatives: Collaborate with the team members to ensure that the company is reaching its target audience.</li><li>• Implement new marketing strategies and tactics, including digital marketing campaigns that align with industry trends and company offerings.</li><li>• Sales Reporting and Revenue Management: Report on successes and areas needing improvements.</li><li>• Manage the entire sales cycle from finding a client to securing a deal. Unearth new sales opportunities through networking and turn them into long-term partnerships. Market Analysis: Stay abreast of market trends and product capabilities to ensure the company stands competitive.</li><li>• Conduct research to identify new markets and customer needs.</li></ul>	
Sales Manager And Consultant	NativeBytes Softwares LLP Nov, 2021 – June, 2024
<ul style="list-style-type: none"><li>• Lead Generation: Drive the generation of potential leads and opportunities for IT consulting services.</li><li>• Worked directly with sales departments, client's management to achieve result</li><li>• Leading team of 7 for retaining and acquisition of new customer of whole Delhi and also responsible for increasing order count, solving customer complaints and helping management in planning and strategy for business growth</li><li>• Training of newly joined Executive</li><li>• Heading two program Winback (retention) and RNB (New customer acquisition ) Tracking of BDE's sales and reducing churn customer for increasing overall order count collaborate with partner teams to acquire new clients within vertical / segment / product and optimize their customer journey</li><li>• Implemented marketing strategies which resulted in 12% growth of customer base.</li><li>• Managed relationship building between company and high-paying clients, completing regular visits and providing loyalty discounts.</li><li>• Profiled, targeted and prospected territory within and beyond existing customer base to expand reach and revenue.</li><li>• Monitored sales team performance and provided training to help reach targets.</li><li>• Generated monthly and annual sales reports to determine growth and areas requiring improvement.</li></ul>	
Sales Manager	Trade India (Infocom Network Ltd) Aug, 2020 – Nov, 2021
<ul style="list-style-type: none"><li>• Verified data integrity and accuracy.</li><li>• Worked directly with sales departments, clients, management] to achieve result</li><li>• Developed new process for employee evaluation which resulted in marked performance improvements</li><li>• Verified data integrity and accuracy</li></ul>	

### CONTACT

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### SKILLS SUMMARY

- Sales strategy planning ,Key Account Management,IOT Solutions,Enterprises Sales,Channel Partner Sales,
- Business development ,B2b Sales ,B2C Sales
- Client Relationship Management,Software Sales
- Inventory/Stock Management
- Channel/Distributor Management,Automation Sales
- Team Management ,Team Handling
- Inbound Sales
- Product Sales
- Outbound sales
- Direct sales
- Cold Calling
- Lead Generation
- Key Account Management

### ACADEMIC QUALIFICATIONS

- MBA (Marketing & HR) from M.D. University Rohtak.
- BBA from Alagappa University in Tamil Nadu.
- 12th from M.H.S Collage (BIMED).
- 10th from Patna Montessori School (BSEB).
- One year Diploma course in computer Application from Aptech

### AWARDS RECEIVED

- Best sales achiever award in Just Dial 2013
- Best sales sign up award in Just Dial 2014
- Pan India sales achiever award in Trade India 2021

<ul style="list-style-type: none"> <li>Identified and qualified accounts to assess market potential</li> <li>Performed initial assessments during meetings with assigned clients</li> <li>Worked directly with departments, clients, management to achieve result</li> <li>Formulated recommendations and effective solutions to improve overall profitability</li> <li>Generated and developed leads to acquire new clients</li> <li>Partnered successfully with departments, clients to produce positive outcome</li> <li>Cultivated and strengthened lasting client relationships</li> <li>Maintained comprehensive knowledge of sales area to better serve customers and meet demanding sales objectives</li> <li>Delivered customized and effective solutions to clients that met unique demands</li> <li>Implemented marketing strategies which resulted in 12% growth of customer base</li> <li>Developed new process for employee evaluation which resulted in marked performance improvements</li> <li>Worked directly with [sales department] to achieve the target</li> <li>Envisioning short term &amp; long term strategies for 'E-commerce marketing' as a concept and lending consultancy to brands on leveraging the same thereby assisting them with planning, execution &amp; deep dive into ROIs and data analytics of E-Commerce marketing campaigns.</li> </ul>	<div>INTERNSHIP</div> <div>Marketing Analysist of consumer perception</div> <div>Cadbury Dairy Milk (8 week )</div> <ul style="list-style-type: none"> <li>Implemented marketing strategies which resulted in 12% growth of customer base.</li> <li>Responded to customer requests</li> <li>Delivered customized and effective solutions to clients that met unique demands.</li> <li>Formulating and implementing programs to improve the product awareness in the market.</li> </ul>
<div>Sales Manager</div> <div>Dynami chiavi services pvt ltd</div> <div>Aug, 2018 -Aug, 2020</div> <ul style="list-style-type: none"> <li>Worked directly with sales departments, client’s management to achieve result.</li> <li>.Implemented marketing strategies which resulted in 12% growth of customer base</li> <li>Responded to customer requests</li> <li>Delivered customized and effective solutions to clients that met unique demands</li> <li>Formulating and implementing programs to improve the product awareness in the market</li> <li>Marketing Analysist of consumer perception</li> <li>Resolved complaints by exchanging merchandise, refunding money and adjusting bills to achieve customer retention.</li> <li>Forecasted product sales and achieved quarterly and annual sales objectives.</li> <li>Liaised with potential customers to determine needs and provide recommendations.</li> <li>Increased profitability by developing pipelines utilising multiple marketing channels and sales strategies.</li> </ul>	<div>HR (Study of employee training program)</div> <div>Cold Field limited (6 week )</div> <ul style="list-style-type: none"> <li>Technical or Technology Training. Depending on the type of job, technical training will be required.</li> <li>·Quality Training. In a production-focused business, quality training is extremely important.</li> <li>Skills Training.</li> <li>Soft Skills Training.</li> <li>Professional Training and Legal Training.</li> <li>Team Training.</li> <li>Managerial Training.</li> <li>Safety Training..</li> </ul>
<div>Senior IT Sales Executive</div> <div>Sidqam Technology Pvt Ltd</div> <div>Nov 2016 -July2018</div> <ul style="list-style-type: none"> <li>Implemented marketing strategies which resulted in 12% growth of customer base.</li> <li>Customised service offerings to accommodate consumer needs.</li> <li>Liaised with potential customers to determine needs and provide recommendations.</li> <li>Managed customer relationships through consultative sales techniques to attain individual sales goals.</li> <li>Participated in continuous product development training to maximise sales potential.</li> <li>Referenced weekly sales ad and promotional signage to verify and enforce correct pricing.</li> <li>Contacted current and potential clients to promote, upsell and cross-sell products and services.</li> <li>Contacted customers to set-up appointments, monitor satisfaction levels and upsell additional offerings.</li> <li>Mentored sales representatives to demonstrate proven sales strategies and apply best practices.</li> <li>Leveraged social media and digital platforms to enhance brand visibility and engage with potential clients.</li> <li>Adapted sales techniques and approaches in response to market changes and competitive pressures.</li> <li>Collaborated with marketing team to develop promotional materials and campaigns that align with sales objectives.</li> <li>Conducted comprehensive market research to identify potential clients and opportunities for business expansion.</li> <li>Developed and executed strategic sales plans to penetrate new markets and achieve revenue targets.</li> </ul>	<div>Projects</div> <ul style="list-style-type: none"> <li>Master App Project</li> <li>Sony</li> <li>Rakesh Masala</li> <li>Three Parcel</li> <li>Q Desq</li> <li>Curebay</li> <li>Aditya Birla Group</li> <li>Qatar National Bank</li> </ul>
<div>Business consultant</div> <div>Just Dial (Noida)</div> <div>June, 2013-Nov,2016</div> <ul style="list-style-type: none"> <li>Performed initial assessments during meetings with assigned clients.</li> <li>Worked directly with departments, clients, management to achieve result.</li> <li>Formulated recommendations and effective solutions to improve overall profitability</li> <li>Generated and developed leads to acquire new clients.</li> <li>Partnered successfully with departments, clients to produce positive outcome.</li> <li>Cultivated and strengthened lasting client relationships.</li> <li>Maintained comprehensive knowledge of sales area to better serve customers and meet demanding sales objectives</li> <li>Delivered customized and effective solutions to clients that met unique demands.</li> <li>Facilitated and managed business plan development based on market and industry research.</li> <li>Guided start-ups through early-stage development, laying the foundation for sustained growth.</li> <li>Enhanced client satisfaction ratings by resolving difficult customer issues through completion.</li> <li>Analysed competitor activities to provide insights and strategies for market positioning.</li> <li>Facilitated workshops and training sessions to improve client team leadership and management skills.</li> </ul>	

## Projects and Contributions

### Master App Project (Just Dial)

- Led the sales strategy for the first-time launch of an all-in-one app in India.
- Focused on online restaurant food delivery, in-line medicine, grocery, electronics, and equipment catering to local vendors.
- Developed sales strategies to penetrate diverse markets and onboard vendors effectively.

### Sony (Native Byte)

- Played a pivotal role in strategizing and executing sales campaigns.
- Facilitated client relationships and expanded the brand's reach.

### Rakesh Masala (Native Byte)

- Managed sales operations, focusing on market expansion and client acquisition.
- Successfully built partnerships with retailers and distributors.

### Three Parcel (Native Byte)

- Oversaw sales efforts to enhance customer engagement and market presence.
- Played a key role in onboarding logistics clients and ensuring service scalability.

### Q Desq (Native Byte)

- Collaborated with the team to develop effective sales strategies.
- Focused on strengthening the client base and optimizing revenue streams.

### CureBay (Native Byte)

- Worked on sales strategies tailored to the healthcare tech sector.
- Enhanced customer acquisition and engagement for the CureBay platform.

### Aditya Birla Group (Native Byte)

- Contributed to sales strategy formulation and execution for key projects.
- Strengthened the relationship with existing clients and onboarded new accounts.

### Virtual Trade Fairs (Nationally and Internationally) Tradeindia.com

- Managed franchise sales and onboarded new and existing clients for virtual trade fairs.
- Successfully expanded the client base and enhanced global reach.

### Key Achievements:

- Excelled in developing and implementing robust sales strategies.
- Established and nurtured long-term relationships with high-profile clients.
- Delivered consistent results in client acquisition and revenue generation.
- Enhanced team collaboration and project execution across industries.