

Lalitha Kumarasinghe

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Date of Birth: 1996-06-12

Professional Summary

Energetic sales executive with 6+ years of experience in sales strategy and client relationship management. Proven track record of developing and executing successful sales strategies to drive revenue growth and enhance client satisfaction. Adept at market research and negotiation, with a strong ability to identify and capitalize on business opportunities.

Skills

- Sales Strategy
 - Client Relationship Management
 - Negotiation
 - Market Research
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Education**BBA in Sales and Marketing**

University of Colombo, Colombo, Sri Lanka

Graduated: 2018

Diploma in Sales Management

Sri Lanka Institute of Marketing, Colombo, Sri Lanka

Completed: 2017

Professional Experience

Sales Executive

SalesPro, Colombo, Sri Lanka

2021 – Present

- Developed and implemented sales strategies that led to a 25% increase in annual revenue.
- Managed and nurtured client relationships, resulting in a 30% increase in repeat business.
- Conducted market research to identify emerging trends and new business opportunities.
- Coordinated with marketing teams to align sales strategies with promotional campaigns.

Sales Associate

Market Dynamics, Colombo, Sri Lanka

2018 – 2021

- Assisted in the creation of sales strategies and promotional materials that increased market penetration by 15%.
- Provided exceptional customer service and support, handling inquiries and resolving issues promptly.
- Conducted market analysis to inform product positioning and sales tactics.
- Contributed to achieving a 20% increase in sales targets over three years.

Additional Information

- **Languages:** English (Fluent), Sinhala (Native)
- **Certifications:** Certified Sales Professional (CSP)
- **Professional Memberships:** Member of the Sri Lanka Institute of Marketing (SLIM)
- **References:** Available upon request