**Ashwini**

[**Ashwini.325147@2freemail.com**](mailto:Ashwini.325147@2freemail.com)

**Objective:**

To synergize my work with the company’s goals and work in an organization where I can utilize my 2 years experience in Sales Management, Business development, Selling and negotiation skills to add value to business as well as nurture talent in a highly competitive work environment.

**Profile Summary**

Sales & Marketing Client Servicing Distribution and Channel Management

Market/Competitor’s Analysis Project Management Event Management and Coordination

* A skilled professional with nearly 2 years of experience in Sales & Marketing, Business Development, Dealer

Management and Client Relationship Management

* Knowledge in handling all sales, marketing and business development activities, analyzing market trends & establishing healthy & prolonged business relations with clients
* Exposure in conducting market survey, analyzing competitor trends, strategy, selecting potential dealers,
* planning sales promotional incentive scheme and achieving targets
* An effective communicator with excellent relationship building & interpersonal skills
* Experienced in enhancing market penetration, business volumes and growth by direct selling and channel selling.
* Possess effective communication, interpersonal skills, problem solving and negotiation skills.

**Work Experience:**

* Rudrabhishek Enterprises Pvt. Ltd.

Proven work experience as **Sales Executive** since **Jan 2015** to till date

**Key Responsibilities:**

* Formulating strategies and reaching out to unexplored market segment/customer groups for business expansion.
* Ensuring accomplishments of set business targets, meeting the increased competition from organized and unorganized structures.
* Mapping clients need and providing best solutions to their requirement.
* Generating business from existing accounts and achieving profitability and sales growth.
* Building healthy business relations with major channel partners and ensuring satisfaction level.
* Providing training to sales team for ensuring optimum performance for all operational sales related issues.
* Coordinating with Various agencies for various BTLs activities.

**Education**

* Post Graduate Diploma in Management (Marketing &Retail) : 2015
* Summer Internship in Colgate Palmolive ltd. Gurgaon.
* On the Job training in june’14 in Lucknow : 3 Days
* Bachelor of Business Administration : 2012
* 10+2 with Commerce from Sunbeam School Varuna Varanasi.

**Project Details**

**Organization : Colgate Palmolive Ltd.**

**Duration : 2 Months (Apr’14-June’14)**

**Location : Gurgaon**

**Project Title :** To increase the penetration and coverage of the rural distribution center and to increase sales to trade of the Area**.**

**Details:**

* Efficient mapping of unexplored shops to Company’s DBMS.
* Observation of Market trends, getting knowledge about competitor’s products.
* Increased sales for high end products through productive interaction with Retailers.
* Co-ordinated for BTLs activities for maximum penetration of products in the market.
* Resolving issues related to products, delivery, refunds and building healthy relationship with retailers.
* Achievement of quarterly sales targets and.
* Successful accomplishment of incentivized targets for particular products.

**Computer Skills**

Operating System: Windows

Packages known: MS Office (Word, Power Point, Excel).

**Personal Details:**

Fathers name Mr. Rajesh Mishra

Date of Birth 10th Dec 1991

Sex Male

Marital Status Single

Nationality Indian

Language Known English, Hindi

**Declaration:**

I hereby declare that all the above information furnished by me is authentic to the best of my knowledge.

Date: 14th Jan 2017

Place: Lucknow

(Ashwini)