

Laxmikant

India

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Commercial Background

* *Techno-commercial Activities:* Requirement Understanding, *Client Visits and F2F Discussions:* Creating brand value
* *Project Management:* Budget allocations and profits, RISK Analysis, *Resource Management*
* *Tendering:* Document scrutiny, Competition Analysis, Spec preparation
* *Negotiations:* Value added propositions
* *Presentations, Seminars:* Direct communication, Paper and Digital marketing
* *Exhibitions:* New lead generations, supplier identification, market trend analysis
* *Reporting:* Weekly, Monthly, Quarterly to assess and adjust the activities
* *Strategic Planning:* Product, Solutions promotion, Regional strategies, Sector targeting, Product Placement
* *Industries Served*: Oil & Gas, Water, Electrical, Steel, Power, Automobile, Material Handling

# Profile Summary:

* + Professional business developer with more than 5 years of experience of on-field product handling and 8 years of experience in the business development processes, involved in product testing, management, and development of new business opportunities.
  + RF Designing and consultancy, Promotional Marketing, Product sales, Business Development
  + Communication an arterial factor in industry, whether its digital or inter personnel and strives to cope up with new market trends
  + Skilled to empathize client, identify the bottlenecks and provide the optimized solutions that cater the client needs and also ensure the repeat business
  + Strong strategic planning for sustained continual growth and resource planning
  + Self motivated and quick learner with zest for learning new technologies and

strategies

# Achievements:

* + - Bagged order of 50M INR single handed in 2015, having techno-commercial challenges
    - Developed in 2016 the GPRS Routing solution making it an independent business unit
    - More than 14 appraisals in 12 years at Sheetal Wireless with best sales person award in 2015-16
    - Regarded as best performer in Solutions development and Sales

Timeline:

|  |  |
| --- | --- |
| May 2016 - Feb 2019: | Sr. Business Development Manager, |
| May 2014 - Apr 2016: | Business Development Manager, |
| Dec 2013 - Apr 2014: | Head Wireless & Networking |
| May 2009 - Nov 2013: | Wireless Data Advisor |
| May 2006 - Apr 2009: | Technical Support Engineer |
| Jun 2001 - Nov 2005: | B.E. Electronics and Communication |

Organizational Experience:

Mar 19 onward

* + Legal formalities, planning, digital marketing
  + Market identification, product placement, product promotion, OEM development

Sr. Business Development Manager

* + Business Development: market competition analysis, product placement, sales strategies
  + Projects Management: client discussions, project progress tracking, reporting
  + Ensuring effective co-ordination with the management, sales, technical teams
  + Responsible for team business target, sales strategies, resource planning
  + Persuaded management to implement tools and standardize forms to be more strategic and speed up the sales cycle and to bring the uniformity to build a brand value

## Pg 1 of 2

Technical Background

*Routers Firewalls:*

* Inhand
* Teltonika
* Ursalink
* Siemens
* Cyberoam/Sophos
* Fortigate, Cisco

*Technologies:*

* VHF/UHF
* WAN/LAN/WLAN
* 802.11a/b/g/n/ac
* Bluetooth, Zigbee
* GSM, GPRS, 3G, 4G/LTE
* IoT, IIoT, M2M
* VOIP, CCTV

*Radio Modems:*

* Calamp
* Prosoft
* Elpro
* Cambium
* Phoenix
* BATs
* Ikusi Radio Remote

*Protocols:*

* IEC 104/101, Profibus, DNP3 Serial and Ethernet, Modbus/ TCP/UDP

*PLC/SCADA:*

* Siemens
* Rockwell-AB
* Schneider
* ABB

*Software:*

* Windows, Linux Ubuntu
* Office Packages
* RF Path Study
* Network Packet Sniffer
* Python, C
* CRM/ERP
* Typing 35+ WPM

Continued…

* + Performing & supervising all requisite activities such as sourcing, techno- commercial evaluation, negotiation
  + Executing ways to achieve savings through advance product, process technology, eliminating/ substituting use of material, preparing & evaluating various MIS reports to monitor day-to-day operations
  + Train and mentor new sales representatives
  + Motivate team members and junior staff to exceptional performance
  + Quality management & analysis, online reporting, funnel analysis

* + Foundation of Wireless Division to complement the business offerings
  + Legal Formalities for Importing the hardware and minimizing the recurring costs
  + Channel development for promotion and marketing the products in their existing client funnel
  + Interacting with OEM’s and selecting the right product which suits not just customer requirement but to be unique in market, to add the value to the proposition, and cost effective to earn higher margins
  + Commercial & Technical Proposal Preparation
  + Responsible for account development, cold calling, assessing client needs, and identifying solutions
  + Manage account relationships, contract negations, sales, pricing, billing, and logistics
  + Lead planning, strategy, proposal process, and bid preparation
  + Perform market research on competitive landscape and industry trends
  + Generated new business for the firm via cold calls, in person visits, referrals from contacts and networking
  + Participated in trade shows, industry events, customer entertainment activities, sales meetings, training programs and conferences as directed.
  + Promotional Marketing activities, Design approvals, Negotiations
  + Pre & Post Sales Activities, Commercial & Technical Proposal Preparation
  + Product testing, installation, commissioning, technical support and troubleshooting

Personal Information:

* + Language Read/ Write: Marathi, Hindi, English
  + Marital Status: Married

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*Pg 2 of 2*