

PUSHPENDRA SINGH

SENIOR SALES OFFICER

**M.no – 8979036996, | Pushhpendrasingh37@gmail.com | Haridwar,
Uttarakhand**

Profile Summary

Highly motivated, educated, and experienced business leader with 15+ years of continuous advancement, a wealth of valuable and diverse leadership experience, and a track record of success in driving innovative, cost-effective initiatives that result in dynamic business sales results. To build a career that allows me to use my interpersonal skills, ambition, and creativity to help the firm, its team members, and myself succeed while maintaining strong work ethic.

WORK EXPERIENCE

Berger Paints India Limited: Senior Sales Officer

July, 2013 – November, 2024

- Identifying, developing, and managing new/existing business opportunities is the primary responsibility. Establishing a trusted advisor relationship with primary accounts, key stakeholders, and key decision makers.
- Effectively communicating the status of priority accounts and ongoing projects to technical staff and senior management. Maintaining a thorough understanding of customer operations and technical requirements. Ensuring that our solutions are delivered to the customer on time and successfully.
- Responding quickly to customer requests while maintaining a professional demeanour in all situations. Developing an individual business plan, forecast and track key business metrics. Assisting and collaborating with other members of the sales team on opportunities involving specific technical experience and knowledge.
- Generating sales in the assigned Territory through network of Dealers, painters & contractors. Qualifying potential painters in the lift & win scheme for motivation, scan the tokens of painters through suvidha app. Main objective is to educate all the painters ,contractors of their Berger Paints Schemes.
- Ensuring that all sales administration and customer service activities run smoothly. Providing overall guidance to newly- recruited Sales Representatives.
- Been Awarded as Sales Officer of the Year due to exceptional sales performance throughout the year.

CavinKare Private Limited: Territory Sales in Charge

January, 2011 – June, 2013

- Traveling throughout an assigned territory to train and guide company sales representatives. Maintained strong working relationships with customers by meeting their needs and resolving complaints in a timely manner.

- Continually meeting or exceeding sales targets by persuading customers within an assigned territory to purchase company products and services.
- Analysed sales and marketing data to determine the most effective sales and marketing strategies. Created innovative sales strategies to boost sales within a given territory.
- Participated in trade shows to promote the company's products and services. Assured that brand awareness within a given territory meets company standards.
- Kept track of competitors' sales activity within a given territory.

Ambuja Cements Limited: Marketing Officer

October, 2008 – January, 2011

- Responsible for identifying new sales opportunities and ensuring its sales achievement. Responsible to coordinate with the customer support team and provide technical support to the clients when required.
- In charge of carrying out the prescribed system and controls for sales and distribution. Increased brand visibility by assisting the brand and promotion team in identifying appropriate sites. Responsible for monitoring and reporting on competitor and other activity in the assigned area.
- Developed and maintained strong relationships with existing and key customers, as well as distributors. In charge of recording sales orders, sending details to the sales office, and informing customers about delivery schedules.
- Responsible for identifying new prospects and pursuing new sales opportunities by attending trade shows, events, and conference meetings. Conducted market research in order to identify selling opportunities and assess customer needs.

Implemented sales strategy and developed a strategy for cross-selling company products to existing customers. Based on current industry trends, market activities, and competitors, identifies product improvements and new products.

Education

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| IMS Dehradun / H.N.B Garhwal University, Srinagar, Garhwal | 2007 |
| MBA (Marketing) | |

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| S.M.J.N College / H.N.B Garhwal University, Srinagar, Garhwal | 2005 |
| B.Com | |

Skills & abilities

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- Operations Management
 - Customer Service
 - Training & Development
 - Inventory Management
 - Budget analysis

- Talent Management
- Sales Management
- Employee Relations
- Performance Management
- Visual Merchandising