



ABHISHEK PATNI

SALES AND MARKETING EXPERT

CONTACT

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PROFESSIONAL STRENGTH

- Innovative marketing strategist
- Sales closing
- Staff and Floor Management
- Business Development
- Marketing and advertising
- Excellent teamwork
- Comparative market analysis
- Customer handling
- problem solving
- Business Networking and development Management
- public relationship Negotiation Ability & Self Motivated Leadership Skills
- Teamwork Ability

EDUCATION

- Post Graduate Diploma in Business Management . (Marketing) from Indian institute of education business management ,Pune in 2020.
- B.COM [F.T.] from RPL Maheshwari College (Davv) University Indore in 2017
- HSC from Sarafa Vidhya Niketan School 2014
- SSC from Sarafa Vidhya Niketan School 2012
- M S Office, Adobe reader, Automation, Internet Application, Power Point, Excel.
- Certification in business marketing at IBM Germany

TECHNICAL KNOWLEDGE

- Microsoft Office (Word, Excel, Powerpoint, etc.)
- Visual Design (CORAL , CORAL SOFT , PAINT3D etc.)
- Expertise in Specific Platforms (GOOGLE Add ,Instagram, Facebook, Twitter, etc.)
- Bonus Skills- ERP , Sales Force , signal

PROFILE

An organized and creative professional with proven marketing & sales skills a desire to learn more. Possess 3.5 years of experience working for a diverse group of organizations and clients with a complete exposure to Growing Market. Excellent research, communication, analytical and technical skills with proven abilities in relationship management and team management. Looking to utilize my existing skill set to increase company profitability.Successful record of expanding network connections through persuasive brand imaging.

WORK EXPERIENCE

Working as a channel sales manager at “VTP GROUP ”pune, since August 2022 to till date.

VTP Realty is Pune's #1 Real Estate Developer and ranks #5 in India.

<https://www.vtprealty.in>

- Promote company products and services, Develop plans and strategies, Manage sales teams.Organize and maintain channel sales operations., Manage sales budget,Take charge of recruiting and hiring sales staff.
- Motivate the sales team to achieve workplace goals, Develop sales training programs,Monitor market and competitor activity , Improve customer satisfaction by anticipating consumer needs.
- Identify where improvements can be made and develop success-driven plans,Manage detailed sales expectations and plan accordingly ,Work closely with the marketing department. Monitor customer activity,Create sales reports,Communicate and foster relationships with clients.Liaised with other departments to identify, create and improve business programs.
- Developed payout's with partners to aid in winning new business.Managed potential channel conflict by fostering excellent communication and strict adherence to channel rules of engagement.Forecasted growth and presented trends based on previous buying behavior.
- Done 220 bookings through closing and 327 through sourcing

ACHIEVEMENTS: AWARD AS RISING STAR YEAR [2023-24]

ACHIEVEMENTS: AWARD AS THE CLOSING STAR [2022-23]

Working as a Channel Sales assistant manager at “Kohinoor Group” Pune since Jan 2020 to June 2022.

Kohinoor Group has proudly stood tall as a leader in Pune's real estate sector for over three decades.

<https://www.kohinoorpune.com>

- Activating New existing Channel Partners And maintain public relations [retention] of existing channel partners for current and upcoming projects. Setting up Standard Operating process for sales verticals for Channel Partners.
- Ensuring achieving set business targets from monthly & Quarterly – sales, Walk-ins, collection Working to implement processes, procedures and tools to maximize the productivity and performance of sales & marketing.
- Support to plan, develop and execute sales & marketing strategies. Analyze and evaluate the effectiveness of sales strategies, costs and results.
- Doing required things for Lead generation, Handling sales walk-ins, Closure, Marketing, Corporate tie-ups, Road shows, Branding, Promotions, New project launching.
- Exercised leadership capabilities by successfully motivating and inspiring others. Worked flexible hours across night, weekend and holiday shifts.Developed and maintained courteous and effective working relationships.
- Completed paperwork, recognizing discrepancies and promptly addressing for resolution.Cultivated interpersonal skills by building positive relationships with others.Resolved problems, improved operations and provided exceptional service.Adaptable and proficient in learning new concepts quickly and efficiently.

ACHIEVEMENTS: AWARD AS EMPLOYEE OF THE YEAR[2020]

ACHIEVEMENTS: AWARD AS THE YUVA SITARA [2021]

PERSONAL INFORMATION

- Date of Birth: -27th Sep.1996.
- Marital Status: - UnMarried.
- Blood Group: - B+ve.

Strengths

- Positive Attitude.
- Good Communication Skills.
- Confident.
- Desire to learn something new.
- Highly focused on skill enhancement.

Hobbies

- Fitness and art
- Listening to Music
- Travelling (exploring new places)
- Networking & Meeting New People.

Language

- Hindi, English.

CERTIFICATION

- PARTICIPATING IN THE WEBINAR AT IIM INDORE.
- PARTICIPATING IN DIGITAL LEARNING HUB ATTATA CONSULTANCY SERVICES.
- CERTIFICATION IN MARKETING AT WHARTON UNIVERSALITY OF PENNSYLVANIA .
- CERTIFICATION IN BUSINESS MANAGEMENT AT IBMI GERMANY.
- CERTIFICATION IN BUSINESS MARKETING AT IBMI GERMANY.
- CERTIFICATION IN DIGITAL MARKETING AT DIGITAL DEEPAK ,E-MARKETING INSTITUTE, GOOGLE, SORAVHAIN.COM

Worked as a Sales and business development Manager at “Sujat Perfumery(FMCG) ” Indore , since july 2016 till August 2017.

- To work on data management and lead generation for sales purpose.
- To accomplish the task of business management and meet the the expected target through lead generation.
- To work on inventory management through various cost management structure with applying various pricing models, inventory management system like [lifo , fifo, weighted average method]Maintaining accounting records and sales record worked on growth projections and developing newchannel management structure for business distribution and expansion..

ACHIEVEMENTS: AWARD AS THE EMPLOYEE OF THE YEAR (2017)

SUMMERINTERNSHIP

Working as a Intern at “Esaplling Pvt. Ltd” an FMCD , Pune since April 2019 till July 2019.

- Site visiting, understanding client requirements and suggesting appropriate product.
- Advising suitable designs as perrequirements Achieving a Sale, Finalization of designs as per theorder.
- To work on data management and lead generation for sales purpose.
- To accomplish the task of business management and meet the the expected target through leadgeneration.

WINTER INTERNSHIP

Working as a Philanthropic Intern at “MASHAL” an NGO , in Pune since Nov 2019 till Dec 2019

- Worked for noble cause where we carried out philanthropic activitites to underprivileged and downtrodden people where basic amenities like shelter, food , water and clothing.
- Worked with government with [ppp] public private partnership where concern affordable housing project foundation was laid down for more than 1 million people.

KEY HIGHLIGHTS

- Possess a very deep Understanding of Residential Real Estate Sector(Pune)
- High levels of Productivity & Efficiency in terms of generating revenue for Organization.
- Over 75% of the Business delivered in 2020 wasthrough Self Generation of Leads, Business
- Over 85% of the Business delivered in 2022wasthrough channel partner Generation of Leads, Business
- Development Activity & Referrals for Leads.
- Received Positive Testimonies & Feedbacks from the Existing and new Client as well asfrom
- channel partner , resulting in Excellent Referrals of New Clients And channel partner.

ACHIEVEMENTS & RECOGNITION

- Core member of Administration Committee at IIEBM
- Hostel representative at IIEBM .
- Award as the employee of the year (2017) at sujata perfumery.
- Award as the best performance for live project at big bazaar in the year 2018.
- Award as the super star performance for live project at big bazaar in the year2019.
- Pre placement offer(ppo) for internship at Esaplling pvt ltd.
- Award as the yuva sitara of the year (2020) a kohinoor group pune
- Award as the employee of the year (2021) at kohinoor group pune.

YOURS TRULY

(ABHISHEK PATNI)