



GAURAV SABHARWAL
ZONAL SALES HEAD | B2B
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📍 Gurgaon, Haryana, India

in [Gaurav Sabharwal](#)

SUMMARY

- Strategic thinker and results-driven professional with over 12 years of experience in Sales & Strategic Business Development in the IMEA / APREG region.
- Proficient in Strategy & Business Development - Market Analysis, Growth & Expansion Roadmaps, GTM, Localisation.
- Sales Specialist (Pre-sales, Complex Negotiation, Direct & Indirect Sales, Channel Management, Sales Pipeline Development & Acceleration, AMC).
- Proficient in combining an entrepreneurial drive with management skills to drive gains in revenue, market share and profitability.
- Track record of spearheading cross-functional teams to formulate strategies and effectively execute key project deliverables.

KEY SKILLS

- Project Management & Revenue Maximization
- Analytical Thinking
- Strategic Leadership
- Alliances & Partnership
- Solutions Selling; Smart Automation
- Customer Relationship Management
- Networking & Team Management
- Interpersonal skills

PROFESSIONAL EXPERIENCE

Zonal Head | Industry

(Oct '21 - Present)

KIRLOSKAR BROTHERS

Delhi NCR

Lead sales & business development for the north region to increase market coverage and revenue across the focussed verticals - Pharma & Chemicals, F&B, Auto, Textiles and make Industries future ready (Industry 4.0)

- Jump-started stagnant sales and **surpassed net sales & sales margin plans for 4 consecutive quarters; increased business growth by 3X**. Devised **new GTM model for PAN India to promote smart and modular solutions**.
- Developed **comprehensive annual sales strategy** to maximize new product opportunities and drive **customer centricity in the digital age**.
- Appointed and **developed strong channel partners** in key geographical areas to increase share of wallet.
- Successfully **nurturing a team of 10+** people to achieve sales targets. **Drive Talent Management & Development** agenda across the division. Organize workshops periodically for employees/dealers about digitalisation, technology enhancement, value selling & conceptualisation.
- **Built retrofit/redevelop growth strategy, roadmap and project pipeline; raised continuous sales project pipeline by 130%**.
- Develop and propose a sales **budget and growth forecast** aligned with the sales strategy of the segment.
- Conduct **market research periodically, analyze competition** and potential customer **persona** and **improve GTM plan**.

Senior Manager | Building Services - IMEA

(Oct '20 - Sept '21)

GRUNDFOS PUMPS

Gurgaon | HR

Led **Channel & Project Sales in North & Nepal**. Targeted sub segments - infrastructure, data centers, hospitality, wastewater and water reuse, & water treatment.

- Instrumental in **initiating a new market for high margin products**. Achieved 150% growth in 1st year & maintained growth YoY.
- **Driven KAM accounts** and devised strategies to increase digital solution selling. **Removed bottlenecks and enhanced technology** collaboration between India & IMEA region.
- Formulated **Predictive Selling Models** for specific target groups. Led partnership networking sessions & seminars in **ISHRAE, ASHRAE, IPA & AEEE**.
- Aligned with IMEA & DK to **leverage and roll out global product roadmaps and initiatives like IoT Solutions, Smart Automation, Digital Transformation**.
- Developed **sales promotion & marketing plan** including events, VOC, product gap mapping, c-suite campaign, POC..etc
- **Delivered stellar results** for sustainability, market advancements, sales growth and profitability and **acquired HNI clients**.

CERTIFICATIONS

- Executive **Advance Strategic Management Applied Digital Transformation & Analytics** Program
IIM, Rohtak
2022
- **Salesman's Backbone - Sales Excellence**
Grundfos PDJA
2016

TECHNICAL SKILLS

- SAP Sales Cloud: CRM, SAP SD; Salesforce CRM;
- Sales dashboard; Power BI
- CAD tools
- Pump selection Tools: WebCaps | WinCaps
- Office 365

EDUCATION

Bachelor of Technology - Mechanical Engineering
Kurukshetra University, Haryana
2006 - 2010

LANGUAGES

- English
- Hindi
- Punjabi

Manager | Building Services - APREG GRUNDFOS PUMPS

(Apr '16 - Oct '20)
Gurgaon | HR

- **Doubled the growth in the commercial segment** while capturing a 40% market share in upcoming commercial establishments.
- **Quadrupled the Direct Channel Network from 2 to 8 within 2 years across Delhi NCR**, maximizing profitability and new business opportunities.
- Forged **strategic partnership with prospective OEMs, Consultants, Contractors & End users** to derive the best outcomes.

Sales Engineer | Sales & BD REHAU INDIA

(Jul '14 - Mar '16)
Gurgaon | HR

- Led **Diffuser Business Vertical** (used in STP & ETP) **for Water Utilities**. Identified and developed Aeration modular systems and business BWSSB.
- **Gained a Hero account** and converted to a strategic key account, **executing 4 ETP's projects**.
- Onboarded **Century Paper Mill** & bagged single order of INR **12M, over-hitting 210% target**.
- Developed partners & key accounts in north & central India.

Engineer | Water Utility-Govt. Bodies GRUNDFOS PUMPS

(Apr '13 - Jun '14)
Gurgaon | HR

- Led **North - Water & Waste Water Business** and resolved technical and commercial issues to onboard prospects.
- **Boosted the market share to a leadership position of 50%**, through strategic interventions.
- Effectively managed marketing spends & bolstered the distribution network.
- Conducted **workshops & trained Partners & Internal team** for pumps, mixers, aerators and digitized solutions.

Sales Engineer WPIL

(Jun '10 - Mar '13)
Gurgaon | HR

- Managed **Project Sales of North region - Haryana, Punjab, Rajasthan, J&K and HP**. Guided the implementation of Systems & Processes as per the Company policy & **uplifted the Process score**.
- **Handled e-tender and technical & commercial quotations for Project sales**. Fostered business growth and E2E collaboration to ensure customer success.