



# BANSHI LAL

## Key Project Manager (Project Sales)

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Date of Birth: 25/06/1991

A results-driven professional with nearly **10 years** of experience in project management and business development. Seeking to leverage expertise in leading large-scale greenfield projects, driving business growth, and fostering strategic client relationships to contribute to a dynamic organization's success. Adept at aligning project goals with client needs, managing cross-functional teams, and ensuring timely, efficient project execution. Committed to delivering exceptional value through strong leadership, market insight, and a proven track record of exceeding sales and project objectives in a diverse industrial environment.

## Professional Summary

- Proven Sales Leadership:** Successfully led project sales for high-value greenfield initiatives, such as Micron Semiconductor Technology (INR 20,000 crore), CG Power Semiconductor, and Tata Electronics Dholera in Gujarat, delivering a 95% project goal achievement rate.
- Business Growth and Market Expansion:** Drove business growth by achieving 120% of "must-win battle" conversion targets and generating INR 8.5 crore in revenue over 2 years through strategic key accounts in the Gujarat region.
- Project Sales Excellence:** Spearheaded large-scale projects in the semiconductor and electronics sectors, aligning project goals with client needs, resulting in seamless collaboration across multiple stakeholders, including EPCs, consultants, and contractors.
- Client Relationship Management:** Fostered long-term relationships with strategic clients like Kalpataru Projects International and IFFCO Kalol & Kandla, ensuring high customer satisfaction and repeat business.
- Technical Expertise and Product Adoption:** Delivered over 300 technical presentations and product demonstrations, influencing key decision-makers and driving the adoption of innovative solutions.
- Cross-functional Collaboration:** Worked closely with internal teams, including technical, design, finance, and supply chain, to convert key opportunities and ensure exceptional service delivery across all project stages.
- Sales Performance and Achievement:** Achieved consistently high sales performance, including a significant increase in market share from 20-25% to 45-47% in Western Rajasthan, contributing to INR 6 crore revenue generation.
- Awards and Recognition:** Twice awarded the Michel Hilti Challenge Cup (2019, 2023) and consistently recognized with membership in the Gold Club for Sales Plan achievement in 2019, 2022, and 2023.

## Career Timeline

Jul 2024 - Present	<b>Key Project Manager (Project Sales)</b> Hilti India Pvt. Ltd.
Jul 2022 - Jun 2024	<b>Key Accounts Manager (Sales)</b> Hilti India Pvt. Ltd.
Oct 2021 - Jul 2022	<b>Account Manager (New Equipment Sales)</b> Schindler India Pvt. Ltd.
Nov 2018 - Oct 2021	<b>Senior Technical Account Manager (Sales)</b> Hilti India Pvt. Ltd.
Feb 2015 - Oct 2018	<b>Business Development Officer</b> Emagine India Inc.

## Work Experience

Jul 2024 - Present

## Soft Skills

- Communication
- Negotiation
- Relationship Building
- Problem-Solving
- Teamwork
- Leadership
- Adaptability
- Time Management
- Presentation Skills
- Salesmanship

## Core Competencies

- Business Development
- Key Account Management
- Salesforce
- CRM Systems
- Project Management
- Sales Presentations
- Market Research
- Pricing Strategies
- Business Forecasting
- Contract Negotiation
- Account Management
- Project Management
- Project Owner
- Sales Leadership

## Education

- Executive Management (Advanced Leadership and Change Management)**  
IIM Vishakhapatnam  
Pursuing
- Bachelor of Engineering (Electrical Engineering)**  
Rajasthan Technical University, RTU  
KOTA  
2013

## Languages

English

## Achievements

## Key Project Manager (Project Sales)

### Hilti India Pvt. Ltd. (Ahmedabad)

- Spearheaded project sales for large-scale greenfield initiatives, including **Micron Semiconductor Technology** (INR 20,000 crore), **CG Power Semiconductor**, and **Tata Electronics Dholera** in the Gujarat region.
- Maximized business share from high-value projects by aligning with project goals and effectively converting critical opportunities across all applications.
- Conducted comprehensive stakeholder mapping, engaging EPCs, consultants, clients, contractors, and subcontractors to streamline project execution and ensure alignment.
- Delivered impactful technical presentations and product demonstrations, showcasing deep expertise in customer applications and driving product adoption.
- Collaborated seamlessly with internal teams (technical, design, finance, supply chain) to convert key opportunities and deliver exceptional service to project stakeholders.
- Maintained a robust lead and opportunity pipeline in **Salesforce**, ensuring accurate tracking and timely updates for consistent performance monitoring.
- Exceeded project goal achievement by **95%**, demonstrating strong execution and commitment to excellence in project delivery.
- Surpassed "must-win battle" conversion targets by **120%**, driving exceptional business growth and surpassing set objectives.

Jul 2022 - Jun 2024

## Key Accounts Manager (Sales)

### Hilti India Pvt. Ltd. (Ahmedabad)

- Managed strategic key accounts for the Gujarat region, including major clients such as Suzuki Motors Gujarat, Honda Motorcycles, Kalpataru Projects International, Omega Elevators, Ammann Apollo Group, Prima Automation, Trio Elevators, and IFFCO Kalol & Kandla units.
- Drove business growth and maximized market share by delivering tailored solutions based on an in-depth understanding of customer requirements, leveraging a diverse product portfolio.
- Generated business worth INR **8.5 crores** over 2 years, contributing significantly to overall sales from key accounts.
- Delivered over 300 technical presentations and product demonstrations, showcasing the capabilities and benefits of products in alignment with customer needs.
- Coordinated sales operations from lead generation through to payment collection, ensuring smooth and timely execution of processes.
- Collaborated closely with a cross-functional team of **10 members**, fostering effective communication and support to achieve sales objectives.
- Played a key role in developing and maintaining long-term relationships with strategic clients, ensuring high levels of customer satisfaction and repeat business.

Oct 2021 - Jul 2022

## Account Manager (New Equipment Sales)

### Schindler India Pvt. Ltd. (Rajasthan)

- Led the sales of new equipment (elevators and escalators) in the Western Rajasthan region, including Jodhpur and surrounding areas such as Pali, Jalor, Barmer, Jaisalmer, Bikaner, Ganganagar, and Balotra.
- Drove the development of architectural market connections, expanding the business footprint in these regions and contributing significantly to sales growth.
- Achieved a substantial market share increase, with sales growth improving from 20-25% to 45-47% during the tenure.
- Successfully generated approximately 20% of the total sales, contributing to a business revenue of 6 crores, through the development of new connections in the architectural market.
- Acquired and reactivated several new client accounts in the Western Rajasthan region, further solidifying business expansion in this competitive market.

Nov 2018 - Oct 2021

## Senior Technical Account Manager (Sales)

### Hilti India Pvt. Ltd. (Rajasthan)

- Generated substantial sales revenue consistently exceeding targets within the Energy and Industry sector, driving adoption of HILTI solutions across Kota, Rawatbhata, Baran, and nearby areas.

- Awarded the Michel Hilti Challenge Cup twice (2019, 2023) in recognition of exceptional sales performance and exceeding targets.
- Consistently recognized for outstanding sales achievements, earning membership in the prestigious Gold Club for Sales Plan achievement in 2019, 2022, and 2023.
- Developed and conducted training programs for new hires at Winphase, focusing on essential company policies, products, and services, ensuring seamless onboarding and integration.
- Led sessions on Structural Presentation Skills as part of the MIC Master in Practical Communication, enhancing employees' ability to communicate effectively in diverse professional settings.
- Designed and delivered regular employee development programs to keep staff up to date with organizational procedures, products, and best practices, improving overall team performance and cohesion.

- Provided expert technical guidance and support to customers, identifying their needs and recommending tailored solutions, leading to high levels of customer satisfaction and repeat business.
- Built strong, long-term relationships with key decision-makers in the industrial sector to understand their evolving needs, fostering trust and securing significant sales contracts.

Feb 2015 - Oct 2018

### **Business Development Officer**

#### **Emagine India Inc. (Bangalore)**

- Identified and capitalized on new business opportunities, expanding the company's market presence and generating a consistent pipeline of qualified leads.
- Developed and executed targeted outreach strategies, successfully engaging with potential clients across various industries and generating new business opportunities.
- Built and nurtured relationships with influential stakeholders, including Project Management Consultants (PMCs), architects, and consultants to drive project specifications and secure new business.