



# Vasu Saxena

I am a sales representative who specializes in consumer goods sales. I am Highly competitive, self-starter, disciplined and goal oriented professional. An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, negotiation & organizational abilities. Experienced in Distribution Networking and Management, Business Modelling, Strategy Planning, Brand Building, Networking, Business Excellence, Operations & Building People Capability, Go to Market, End user connect I am looking to bring my skills to a new role in sales.

## CONTACT

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## SKILLS

- Sales & Distribution Management
- Dealer Appointment
- Stakeholder Management
- Sales Planning, Budgeting & Forecasting
- Business Development
- GTM – Go To Market Strategy
- Territory and account management
- Marketing and sales

## LANGUAGES

Hindi: First Language

English:  C2  
Proficient

## HOBBIES AND INTERESTS

- Playing
- Basket Ball
- Working Out
- Travelling
- Cooking

## EXPERIENCE

### Senior Marketing Executive

JK Cement - Indore, India

- 03/2024 - Current
- Customer Relationship Management: Build and maintain strong relationships with existing customers, including retailers, contractors, and distributors.
- Conduct regular visits and check-ins to understand customer needs and provide appropriate solutions.
- Achieve or exceed monthly/quarterly/annual sales targets for the assigned territory. Develop and implement sales plans and strategies to drive revenue growth.
- Conduct painter and contractor meets to tell them about product and schemes and manage them.

### Territory sales Executive-I Retail Sales

Asian Paints Ltd. - Jaipur, India

- 11/2022 - 03/2024
- Responsible for handling 90 Dealers for sales through Architects, Builders, Engineers, Interior Decorators etc.
- Assist dealers in providing solutions to his contractors as well as end consumers for any complaints or queries.
- Organize promotional activations and product awareness meets for dealers and contractors. Provide timely feedback on market practices and offerings as an input for scheme design.
- Assist dealers in providing solution to his contractors as well as end consumers for any complaints or queries.
- Ensure availability of material, services and promotional tools to the dealer through co-ordination with other stakeholders.
- Collections Ensure payment collections from dealers as per the set benchmarks.

### Business Development Trainee

Byjus The Learning App - Indore, India

- 06/2022 - 08/2022
- Offer consumer goods packages to clients.
- Establish strong, profitable rapport and book demo sessions with them.
- Drive successful revenue for the organization by explaining and counseling the student properly based on prior research about the student/s activity on the free application explaining to them the benefits of e-learning and a hybrid curriculum.

### Senior Corporate Agency Manager

## HDFC Life Insurance - Indore, India

10/2020 - 04/2022

- Oversaw daily operations to ensure high levels of productivity. Manage life insurance business of the HDFC Bank Branch.
- Building a strong relationship with the sales team of the HDFC Bank channel partners and achieving sales targets by meeting prospective customers with channel sales team to sell insurance solutions.
- Develop and implement strategies and plans to convince the customer. Convert lead by ensuring quality of business the customer and ensure login to issuance.
- Ensuring market share of HDFC Life in HDFC Bank, as Bank has multiple tie-ups with life insurance company.

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## EDUCATION

2020

Master of Business Administration Marketing & HR  
Prestige Institute Management and Research - Indore, MP

2018

Bachelor of Engineering Computer Science and Engineering  
Rajiv Gandhi Proudyogiki Vishwavidyalaya - Indore, MP

2014

HSC  
St Joseph's Sin Sec School - Narsingharh, M.P.

2012

SSC  
St Joseph's Sin Sec School - Narsingharh, M.P.

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## PROJECTS

- Apollo Tyres Ltd.

Indore, India

Assisted Senior/Supervisor in various duties like marketing campaign, demand generation activity etc.

Project Report on "Demand Generation in Apollo Tyres Ltd. and Dealer Satisfaction Survey in Indore".

- Indore Dudh Sang Ltd.

Indore, India

Responsible for market creation, opening new dealer and retailers.

Understanding the supply chain, promotion activities and production.

Project Report on "Market Creation and Implementation of Distribution Channel"