



VASU SAXENA

📍 Indore, India 452010

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SUMMARY

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.

EXPERIENCE

SENIOR MARKETING EXECUTIVE, 03/2024 - 09/2024

JK Cement, Indore, India

- 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, 11/2022 - 03/2024

Asian Paints Ltd., Jaipur, India

- 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, 06/2022 - 08/2022

Byjus The Learning App, Indore, India

- 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, 10/2020 - 04/2022

HDFC Life Insurance, Indore, India

- 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.

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
- Strategic thinking
- Cross-Functional collaboration
- Consumer insight analysis
- Brand awareness
- Data analysis and reporting

LANGUAGES

Hindi:

English:

EDUCATION

Indian Institute of Management, Visakhapatnam, AP, 2024

Certificate of Higher Education: Executive Certification Program in Advanced Product And Brand Management

Prestige Institute Management and Research, Indore, MP, 2020

Master of Business Administration: Marketing & HR

Rajiv Gandhi Proudyogiki Vishwavidyalaya, Indore, MP, 2018

Bachelor of Engineering: Computer Science and Engineering

St Joseph's Sin Sec School, Narsinghgarh, M.P., 2014

HSC

St Joseph's Sin Sec School, Narsingharh, M.P., 2012
SSC

CERTIFICATIONS

- Executive Certificate Program in Advanced Product and Brand Management (Certificate from IIM Visakhapatnam)

HOBBIES AND INTERESTS

- Travelling
- Cooking
- Playing Basket Ball and Cricket