

# ANKUR CHAWLA

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## Profile Summary

- Having 18 years of experience in the field of Sales/Business development.
- Skilled in conducting competitor analysis to study market trends / competitor moves thus achieve the market share
- Amplified customer base by maintaining effective relationships, customer service and technological updates
- Experienced in enhancing market penetration, business volumes and growth by direct selling & project selling activities
- Resourceful at maintaining relationships with clients to achieve quality product and service norms by resolving their service related critical issues.
- Providing training to the field sales team for ensuring optimum performance for all operational sales related issues

Persuasive Negotiator	Team Management
Key Relationship Building	Market Research
Presentation Skills	Forecasting & Planning

## Customer Base Handle–

- Oil & Gas, Power Plants, Railways, Defence, Cement, Sugar, Food & Pharma, Paper, Real Estate, Road & Bridges, Automobile Industry, Fertilizer, Architects & Consultants.

## Product Line Expertize –

- Dehumidification systems, Control environment working, Water damage restoration, Waterproofing, Anti Corrosive Coatings, Flooring Solutions, Expansion Joints Solutions, Repair & Rehabilitation, Injection systems, Fire Proof Coatings, Special Coatings for Industrial Purpose.

## WORK EXPERIENCE

### Technical Drying Services (Asia) Pvt. Ltd. (TDS) an associate company of Bry-Air (Asia) Pvt. Ltd. – Key Account Manager – Larson & Toubro & Deputy National Sales Manager ( North & West)

#### Key Responsibilities: Key Account Manager – Larson & Toubro

- Single point Contact in the assigned Key Account ie L&T.
- Responsible to grow TDS business and profit according to agreed plan
- Acts as the TDS ambassador who is building relations and continuously creating new adequate contacts at his account (L&T in this case), with a main focus on highest possible level.
- Acts as the TDS speaking partner to the customer (L&T)

- Negotiates corporate contracts → Forms the necessary sales team and acts as the leader in the corporate negotiation process
- Establishes long term growth strategy at his accounts (L&T) and organizes sales and marketing activities accordingly → Will have the authority to work across multiple locations and Branches wherever L&T has business interests ( within the business boundaries of the RC between TDS & L&T).
- Participates in conferences or meetings and represents the Company in the preparation of contract and negotiations with L&T
- Responsible for achievement of the Sales Plan assigned to L&T, to analyze deviation to plan and implement corrective actions after coordination with the Branches and Company Management.
- Ensures that all potential savings and benefits from offered solutions are documented
- Supports contract implementation by focusing on the various elements agreed with the customer  
Keeps track of all the Projects that L&T is quoting in or have been awarded to, has prior intimation of the various Shutdowns in Refineries that L&T is working in with clear understanding of the De-Humidification and Cooling Requirements.
- Makes sure that performance on sales and profit are in line with commitments

**Responsibilities as Branch Manager:** Managing Branch as profit centre, Identify and develop new application areas to increase sales, New customer generation and be in constant touch with all the customers, To make regular customer visits, Identify need for sales promotion activities, Guide project personnel and involve for successful project execution, Implementation of ISO and 5S, Preparation & submission of MIS reports, Debtor control

**Stanvac- Superon Group (Sep'2018 – Sep'2020) - Sr. Business Development Manager**

**Key Responsibilities:**

- To Establish New Civil Vertical range of product line in Market.
- Maintain and grow the existing customer business and develop prospective customers to meet goals agreed with the management.
- Manage customer pricing to reach defined pricing goals.
- Provide a high level of application technology expertise for products and services within the territory customer and prospect base.
- Build and maintain current a comprehensive customer and prospect database for the assigned territory and market segments of operation.
- Understand and report competitor strengths, weaknesses and activities.
- Dealer Development, training and on boarding new dealers, customer problem resolutions.

**Key Achievements:**

- Successfully completed various projects from specification to application namely (Honda, Maruti, Case New Holland, Suzuki, NTPC, Reliance, Perfetti Van melle, Parle G, Haldiram, Ultratech Cement, IFFCO, Yara Fertilizers, Jubilant Life sciences, Teva API, Real Estate projects etc.)

## **Sika India Pvt. Ltd (2015 – 2018) - Senior Sales Manager**

### **Key Responsibilities:**

- Implement Sales & Marketing strategy and action plan in North India region in line with the Target Market strategy and goals (sales and profitability).
- Monitor success of Sales & Marketing strategy and product range/positioning & initiate corrective actions where necessary. Data Base management.
- Driving key projects in the region – KPM / KOM.
- Techno-Commercial support and guidance to sales team.
- Training and development programs for key Applicators/distributors in the region.
- Generated leads and prospect customers.

### **Key Achievements:**

- Successfully completed various projects from specification to application namely (OPPO Mobile Factory, Large Underground defense projects, Hindon/Ambala airbase project, Honda Cars and many more where mix of all the product line was used.

## **STP Limited (2012 – 2015) - DGM – Sales**

### **Key Responsibilities:**

- Find potential new customers, present to them and ultimately convert them into clients.
- Manage existing clients and ensure they stay satisfied, positive and remain in good standing While promoting growth in sales.
- Develop a rapport with new clients, and set targets for the sales team while providing support that will continually improve the relationship.
- Grow and retain existing accounts by presenting new solutions and services to clients.

## **Tristar Global Infrastructure Pvt. Ltd. (2010 – 2012) - Sales Manager – North**

### **Key Responsibilities:**

- Meeting up with architects, structural consultants, contractors.
- Collaboration in working out the annual Forecast and the Sales Action Plan
- Detailed project costing for all products for both pre and post orders.
- Seeking Product Approvals From Various government organizations

## **D.S. Brown Singapore Pte. Ltd.( 2005 – 2010) - Executive Engineer (India & Singapore)**

### **Key Responsibilities:**

- Oversee all sales and business development functions, including new product rollouts, key account management, customer relationship development, contract negotiations, and order fulfillment.
- Marketing of products PAN, India regions. Liaison with the major government organizations in India, like Ministry of Road and Surface Transport(MORTH),National Highway Authority of India(NHAI),

Airports Authority of India (AAI), State PWDs, Municipal Corporations and project consultants for approval of products for various bridge, highway and airport projects.

- Negotiating with the top management of construction companies on commercial aspect.

Worked With Asian Paints Limited from 2004 – 2005 and With LML Ltd. From 2003 - 2004

**Education:**

- Bachelor of Engineering (Mechanical), 2002 – Dr. B.R. Ambedkar University, Agra

**Personal Details:**

- Date Of Birth : September 27th, 1979
- Marital Status: Married
- Holding a valid Indian Passport