

Lukesh Mahajan

Associate Manager – Sales and Business Development

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PROFESSIONAL SUMMARY

An enthusiastic Associate Manager with 3+ years of experience in Sales and Business Development has worked in Specialty Chemicals & Commodity Chemicals, A dedicated professional who has strong alliances with clients and industry leaders. An excellent strategist, capable of analyzing market trends and with expertise in negotiation and communication generated revenue of 4.7 crores yearly. My vision is to assist your organisation with exponential growth in sales and profitability.

CORE PROFICIENCIES

- Business development
- Chemical sales
- B2B sales
- Industrial sales
- Sales strategy
- Sales planning
- Market Intelligence
- Customer relationship management
- Problem-solving skills
- Decision making skills
- Leadership skills
- Teamwork

WORK EXPERIENCE

Prakash Chemicals International Pvt. Ltd. | Vadodara, Gujarat | Jul 2021 – Present

Associate Manager - Sales and Business Development

- Boosted quarterly sales by 23%, and generated 4.7 crore revenue with an operating profit of 19 Lacs in FY 21-22.
- Created a customer base of over 30+ clients, and generated revenues from new international clients and existing clients.
- Received value champion award and highest sales achievement award for the month of Sept, Dec, March, May, and June.
- Established business in the Asia market, analysed product potential with market intelligence, generated profit-based sales.
- Acquired techno-commercial knowledge of the pharma industry and their products with diverse applications.
- Headed weekly meetings for inquiry closures, discussed sales pipeline & formulated monthly sales plans & sales strategies.
- Coordinated with cross-functional department managers to ensure smooth order executions, and services to customers.

Suvidhi Industries Pvt. Ltd. | Vapi, Gujarat | Oct 2020 – Jun 2021

Senior Business Development Associate

- Identified & implemented a marketing strategy for the online sale of the products using an E-commerce business platform.
- Increased quarterly sales from ₹9 Lacs. To ₹15 Lacs. Exceeded sales goal by 60%, and delivered ₹30 lakhs revenue.
- Manged upselling and cross-selling of existing products to new customers and new products to existing customers.
- Developed network across markets, learned about cost and price drivers of a product which improved product knowledge.

BYJUS – Think and Learn Pvt.Ltd | Bangalore, Karnataka | July 2019 – Sept 2020

Business Development Associate

- Generated revenue of ₹50 lakhs per year by closing 6 deals per month, thereby increasing a good customer base.
- Meet the prospects and identified their core needs, and presented them with a product-based solution.
- Closed 77 prospects through consultative selling and solution selling approach, with a 97.18% customer retention rate.

EDUCATION

Degree	Year	College	Result
MBA – Marketing	2017 – 2019	Global Institute of Business Studies – Bangalore	74%
PGPM – Supply Chain	2017 – 2019	Global Institute of Business Studies – Bangalore	70%
BE – Mechanical Engg.	2013 – 2017	Late G.N.Sapkal College of Engineering – Nashik	73%

CERTIFICATION AND TRAINING

- Petroleum Refining - Guide to Products & Process
- Mercuri International Sales training – 2021
- Krauthammer Leadership and Sales training – 2022
- Microsoft Office Specialist (MOS) – 2018
- Sales Handling Objection from LinkedIn – 2020
- Sales Closing Strategy from LinkedIn – 2020
- Digital Marketing (SEO, PPC, SMM, Ads) – 2018
- Microsoft Dynamics AX – ERP 2021.

AWARDS AND HONOURS

- Value Champion Award – Prakash Chemicals – 2022
- Spotlight Award – Prakash Chemicals – 2021
- IET present around the world competition 2015/16.
- Global federation of Entrepreneurs – Import Export

DECLARATION

I, Lukesh Mahajan, declare that the information contained is true and correct to the best of my knowledge.