

**Dhananjay Baglekar**

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**AN OVERVIEW**

- ✓ 10+ year's dynamic professional experience in **Project Sales Management, Key Account Relationship Management, Direct Industrial Sales, Corporate Sales & Marketing, Floor Management, Real Estate Sales, Business Development & Operations & Administration.**
- ✓ Excellent exposure of Handling varied client base of **Corporate Clients, Retail & HNI Clients in Builders & Developers segment, Financial Domain and Manufacturing Industries in direct B2B sales vertical.**
- ✓ Track record of consistently achieving the **projected targets, building dynamic sales teams & identifying high-yielding services and products** during the career span.
- ✓ Experienced to **build up Branch from scratch** into **profitable SBU** under **targeted budget efficiently & effectively.**
- ✓ An **effective communicator** with **excellent functional expertise & interpersonal skills; strong analytical, problem solving/Solution based approach.**
- ✓ Strong **Business acumen** with excellent **Leadership & Analytical skills**

**CORE COMPETENCIES**

**Operations Management**

- ✓ Lead, motivate, and support team within a time-sensitive and demanding environment, including setup and implementation of career development plans for all direct reports and problem resolution.
- ✓ Manage timely data collection to update operations metrics to Branch targets, reduce cost, eliminate errors, and deliver excellent customer service. Partner with cross-functional support teams in improving the proprietary tools and systems.

**Marketing / Business Development**

- ✓ Organizing Promotional Campaigns, Customer Acceptance Tests and Technical Presentations for new product development focusing on Brand establishment & Targeted market penetration.
- ✓ Utilizing Client Feedback & personal network to develop Marketing Intelligence, Tracking down the competition activities so as to provide value added inputs to Management for fine tuning Sales & Marketing Strategies.

**Client Relationship Management**

- ✓ Developing relationships with Key Decision-Makers, Technical & Commercial Influencers in Target Organizations for Business Development.
- ✓ Engaging the Major Account by having Marketing proposed price Agreement & Field Sales Agreement so as to secure the future business.

**WORK EXPERIENCE**

**August 2021 till date, Working with Kansai Nerolac Paints Ltd as Territory Sales Executive**

**Key Responsibilities:**

- ✓ **Key Accounts Management, meeting Key decision makers, influencers** through Projects Mapping.
- ✓ Meeting the various stake holders within the **Key Accounts Organization (Builder Owner, Project Manager, Quality Engineering, Contracts Team, Purchase Manager)** and also **Consultants & Architects** to drive the specification business.
- ✓ Responsible for the **Pre-Sales Process** and also the **Post Sales Hand Over** to the **Contractor/Application Team.**
- ✓ Being the **first point of contact** to all the **stake holders of the Account.** The Goal is maximization of Business for all our **Product Lines** with each of the account and developing a sustainable relationship for **future business between Kansai Nerolac Paints & the Account.**

- ✓ Handling client's **queries & objections, negotiating** with them to close sales.
- ✓ Build and maintaining relations with **applicators/contractors** to increase product sales.
- ✓ Organized **Dealers, Contractors and Painters meet** form time to time.
- ✓ Participating in **Tender process, preparing tender top sheet, tender documents for submission by coordinating with all internal department & management.**

#### **December 2020 till July 2021, Working with VAC Buildcare Pvt Ltd as Assistant Manager Sales & Marketing**

##### **Key Responsibilities:**

- ✓ Handling **Sales & Marketing** activities of the company.
- ✓ Generating leads and converts into business in assigned region i.e. **Navi Mumbai, Mumbai, Lonavala, Nasik, Pune, Goa and Indore.**
- ✓ Managing **PR with Architects, Consultants, Builders & Developers, Applicators, Contractors, RCC /Structural Consultants, Repair Consultants, Housing Societies** for new & repeat business.
- ✓ Build and maintaining relations with **applicators/contractors** to increase product sales.
- ✓ **Key Accounts Management, meeting Key decision makers, influencers** through Projects Mapping.
- ✓ Handling client's **queries & objections, negotiating** with them to close sales.
- ✓ Managing **digital marketing activities & content writing for the website** by coordinating with digital marketing agency.
- ✓ Handling **Social Media Optimization** of company pages on all social handles i.e. **Facebook, LinkedIn, Twitter and Instagram.**
- ✓ Working closely with major RMC giants like **Ultratech Concrete & RMC Prism India** and other local RMC players.
- ✓ Managing **execution teams at sites** for making samples & for **better execution derivable.**
- ✓ Outstanding **Payment** follow ups.
- ✓ Handling **Branding activities** for company by coordinating with ad & print agencies.
- ✓ **Managing sales team & site engineers,** Planning & reading drawings for better execution & operations.
- ✓ Participating in **Tender process, preparing tender top sheet, tender documents for submission by coordinating with all internal department & management.**
- ✓ Working closely with **top Management** of the company.
- ✓ Involve in process of product approval from **CIDCO** & other government bodies for company products.
- ✓ Follow up with **3<sup>rd</sup> party inspection agencies** for product testing & certifications.
- ✓ **Organizing Architects, builders, consultants, Applicators meet** for company.
- ✓ Preparing **marketing budget** for every FY.
- ✓ Marketing of products for **decorative concrete & waterproofing solutions, concrete additive products.**
- ✓ Attending online & offline business meets, conferences, for **business networking.**

#### **September 2018 till September 2020, Working with Trifid Research, Raipur as Sales & Operations Manager**

##### **Key Responsibilities:**

- ✓ Handling over all **Operations & Administrative** activities of **Raipur Branch.**
- ✓ **Recruit, select, train, assign, schedule, coach, counsel and discipline employees.**
- ✓ Conduct **new hires Soft skills training; Organize, Plan & Implement monthly cyclic activities** including **fresher training.**
- ✓ Track **staffing requirements, hiring new employees** as needed, Identify the **skill gap and train employees** in various aspects.
- ✓ Convert Leads into Sales Revenue (Telephonic).
- ✓ To **generate inquiries** & converting those by keeping track of relevant activities carried out in sales process.
- ✓ To attain the **client enquiries** & following up with them with CRM. Generating **leads through various channels of social media.**
- ✓ Works with **Sales teams** to help set and meet monthly and quarterly **goals** & frequently **audit calls of Sales team.**
- ✓ Handled international clients from **GCC countries, south Africa, Pakistan etc.**
- ✓ Stays up to date on **industry regulations, trends, and technology.**
- ✓ Handling **Team** to generate business & involve in **training and development** of the team.
- ✓ Cater lessons on **communication, soft skills and public speaking skills improvements,** Facilitate **lectures on time management,** Prepare **training material.**
- ✓ Communicate job **expectations; planning, monitoring, appraising and reviewing job** contributions.
- ✓ **Plan and review** compensation actions; **enforcing policies and procedures** with Management, ensuring accomplishment of **operations and organization mission** by completing related results as needed.
- ✓ Build and maintain strong, long-lasting **customer relationships** & Manage relationships with **key operations vendors.**
- ✓ Collaborates with other back-office team members to ensure seamless **business execution,** reinforce **positive morale,** and uphold **company values.**
- ✓ **Supports back-office** and **branch training programs,** reinforcing **tech and operations** infrastructure between departments to ensure **consistency and quality standards** are met.
- ✓ Supporting **all functions of the business to work together,** ensuring **staff's working on processes are happy and operating efficiently.**
- ✓ Maintains **rapport** with **customers, managers, and employees** by arranging **continuing contacts; researching** and **developing new services and methods; setting priorities; resolving problem** situations.

- ✓ Oversee **materials and inventory** management, conduct **budget reviews** and **report cost plans** to **management**.
- ✓ Maintains suggestion system by **directing** and **controlling administrative technical** aspects in accordance with management directives.
- ✓ Work closely with **management team** to set & implement **policies, procedures, systems** and to **follow** through with implementation.
- ✓ Work closely with **management team** to ensure all **operational, administrative, and compliance functions** within the **branch** are being properly executed in accordance to regulatory-based best practices.

**July 2013 till August 2018, Worked with Money Maker Research & Investment Advisor Pvt. Ltd. as Floor Manager.**

**Key Responsibilities:**

- ✓ To ensure the attainment of the sales target by developing and implementing strategies to **acquire new customers** and **get repeat/new business from existing customers**.
- ✓ Convert Leads into Sales Revenue (Telephonic).
- ✓ To **generate inquiries** & converting those by keeping track of relevant activities carried out in sales process.
- ✓ To attain the **client enquiries** & following up with them with CRM.
- ✓ Handling **Team** to generate business & involve in **training and development** of the team.
- ✓ Handled international clients from **GCC countries, south Africa, Pakistan etc.**
- ✓ To propose **Money Maker Research & Investment Advisor Solutions** for client's specific requirements.
- ✓ To make **Technical presentations, Seminars, Webinars, Demonstrations** with client for **Brand awareness**.
- ✓ To drive new/profitable solutions in the market with strong **Value Propositions**.
- ✓ To ensure up gradation of **Customer Engagement** by proposing Money Maker Research & Investment Advisor Solutions & Services for all relevant activities for Customers.
- ✓ To update **Customer Factbase/Database** on regular basis by identifying future business potential.
- ✓ To **co-ordinate** with internal support dept. for timely delivery of services to clients.
- ✓ To **Educate** the **End users** by giving them Seminars, Presentations and Free Trails of Money Maker Research & Investment Advisor Packages.
- ✓ To ensure the **financial discipline** as per the agreed terms with the clients.

**August 2012 to June 2013, Worked with Essae Digitronics Pvt. Ltd. as Territory Manager.**

**Key Responsibilities:**

- ✓ Handling **B2B Industrial Direct Sales** in **Gujarat, Madhya Pradesh & Rajasthan** Region.
- ✓ Identify **new sales opportunities** & ensures **sales achievement. Travel extensively** in assigned Territory's to achieve **Sales Targets, Product Demonstration to clients**.
- ✓ Handling Team in assigned Territory.
- ✓ To **generate enquiries** & converting those by keeping track of relevant activities carried out in sales process.
- ✓ **Generate Leads** through **Cold Calling, Referrals, Presentations, online and** through other **marketing activities**.
- ✓ **Relationship Building** with new and managing existing clients to generate new business opportunities.
- ✓ To attain the **corporate enquiries** & **following up** with them.
- ✓ **Tender participation** as per requirement of company.
- ✓ To provide **product knowledge** and **on-the-job training** to **Sales personnel**.
- ✓ Ensure **timely delivery** of product to clients & **timely receipt of payments** and maintain optimum market outstanding.
- ✓ Creating various **Reports on Market Mapping, Market Analysis, Territory management** to achieve sales targets effectively.

**January 2011 till July 2012, Worked as Freelancer in Real Estate**

**Key Responsibilities:**

- ✓ To **generate enquiries** & converting those by keeping track of relevant activities carried out in sales process.
- ✓ To attain the **corporate enquiries** & **following up** with them.
- ✓ Handling **Team** to generate business & involve in **training and development** of the team.

- ✓ **Generate Leads** through **Cold Calling, Referrals, Seminars, online and** through other **marketing activities.**
- ✓ **Convert leads to sales** by show-casing appropriate **investment properties.**
- ✓ Handling **leads to site visits** in Residential projects, **answering all relevant queries** in the process, liaising with company's developer relation team for any clarification required.
- ✓ Ensure **Clients are satisfied** with all **touch points** of the companies.
- ✓ Follow up for **Outstanding Payment Collections.**

#### EDUCATIONAL CREDENTIALS

- ✓ 2010: PGDM (Marketing) from Chameli Devi Institute of Management & Research (CIMR), Indore
- ✓ 2007: BCOM from PMB Gujarati College Indore
- ✓ 2004: H.S.C. from St. Pius H Sec. School Khandwa under MP Board
- ✓ 2002: S.S.C. from St. Pius H Sec. School Khandwa under MP Board

#### LEADERSHIP & EXTRA CURRICULAR ACTIVITIES

- ✓ **President "Student Council CIMR"**
- ✓ Coordinator for **CITRONICS** (Technical & Management Fest)
- ✓ Member of **Core Committee** for Management events
- ✓ Active participation in Intra College Competition and Organize various Cultural, Academic & Technical activities in College.
- ✓ Coordinator of **Student Committee, Marketing club, Additional Certificate Committee & Cultural Committee.**
- ✓ Selected as **Class Representative** based on **academic and behavioral performance.**

#### Awards / Achievements

- ✓ Certified in **Digital Marketing** from **School of Digital Marketing, Pune.**
- ✓ **Gold Medalist in PGDM for being topper in all 4 Semesters.**
- ✓ **Topper in PGDM (Marketing) Specialization.**
- ✓ Certificate for **Best Stall Decoration** in **IMI Marketing Carnival 2009.**
- ✓ Certificate of **Finance & Online Marketing work shop organized by IIM Indore.**
- ✓ Certificate of Presentation on "**Leadership – Stop AIDS Keep The Promise**"
- ✓ "**A**" **Certificate** holder in **NCC by 36 MP Battalion** from **St. Pius H. Sec. School, Khandwa**
- ✓ Certification as a **Guitarist** from **Akhil Bhartiya Gandharv Maha- Vidhyalaya Mandal, Mumbai**

#### Personal Details

Date of Birth : 19<sup>th</sup> June 1986  
 Residential Address : Wellington Hall 10, Wellington, Coonoor, TN  
 Permanent Address : Same as above  
 Languages Knows : English, Hindi  
 Marital Status : Married  
 Nationality : Indian

Wellington  
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Yours Truly

