

# Lukesh Mahajan

## Sales & Marketing Executive.

✉ lukesh.mahajan1995@outlook.com

in linkedin.com/in/lukeshmahajan

📍 Vapi, Gujarat.

☎ 8861243688



### SUMMARY:

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**Result-driven Sales associate with 1+ years of experience in B2B/B2C Sales.** Delivered **50 lakhs+ revenue yearly** to the organization, having in-depth knowledge on **sales presentation, consumer buying behaviour, deal negotiation and closing.** Seeking for new **responsibilities** in the Sales domain.

### SOFT SKILLS:

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- Market communication.
- Customer relationship management (CRM).
- Competitive analysis.
- Lead management.
- Learn and adopt new things.
- Team management.
- Sales strategies.
- Sales planning.
- B2B sales
- Negotiation and closing skills.
- Consultative selling.
- Market research and analysis.
- Business development.
- Problem-solving.
- Leadership skills.
- Sales presentation.
- B2C sales
- Revenue cycle management.

### TECHNICAL SKILLS:

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- SAP Sales & Distribution
- Microsoft Excel 2013
- Digital Marketing
- Lead Squared CMS

### WORK EXPERIENCE:

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#### **SUVIDHI INDUSTRIES – CHEMICAL DISTRIBUTOR & STOCKIEST**

(10/2020 - PRESENT)

Sales & Marketing Executive.

#### **Responsibilities:**

- **Sourcing new industrial client's** for generating sales and coordinating with respective parties for their chemical requirements.
- **Providing Quotation** to enquiries received from India mart and taking follow-ups of respective customers.
- Determining the **demand for products** offered by a company and its competitors, also seeking for potential customers.
- Developing **pricing strategies** with the goal of maximizing the profits & ensuring customer satisfaction.
- Researching & monitoring trends that indicate the need for new products and services.
- Contracting with vendors and distributors to **manage product distribution** and developing distribution strategies.

Business Development Associate.

**Responsibilities:**

- **Engaged the leads** rigorously to **identified prospects** and **fixed appointments** for sales opportunities in a permission marketing model.
- Meet the prospects and identified their core needs and presented them **product-based solution** and ensured **on spot conversion** of prospects into clients.
- Delivered **\$65353 revenue** to the organization by closing **6deals/month**.
- **Closed 77 prospects** with **97.18% customer retention rate**.
- Provided excellent **after-sales service** to the client for referral sales and further **upselling** or **cross-selling**.
- Consistently achieved **weekly targets** in a Pressure driven, competitive and growing environment.

**EDUCATION:**

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<b>Degree</b>	<b>Year</b>	<b>University/College</b>	<b>Result</b>
M.B.A – Marketing	2017- 2019	Global institute of business studies, Bangalore	75%
PGPM– Supply chain	2017-2019	Global institute of business studies, Bangalore	B+
B.E – Mechanical	2013-2017	Pune University	74%

**CERTIFICATION & LICENSES:**

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- Project Management Professional (PMP).
  - Microsoft Office Specialist (MOS).
  - Digital Marketing.
  - Six Sigma yellow belts.
  - Institute of engineering and technology present around the world competition 2015/16.
  - Sales Handling Objection.
  - Sales Closing Strategy.
  - SAP Sales and Distribution (SD Module).
  - Supply Chain and Operation management.
  - Logistics Management.

**LANGUAGES:**

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English, Hindi, Marathi, Gujarati.**DECLARATION:**

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At this moment, I declare that the details furnished above are true and correct to the best of my knowledge and belief.