

ANKUR CHAWLA

M-1303, Arihant Arden, GH07A, Sector -1, Greater Noida West - 201307
ankurchawla.jobs@gmail.com • Mobile+ 91-9654762276

Profile Summary

- Having 17 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.
- Formulating strategies & reaching out to the unexplored market segments/customer groups for business expansion by developing grass root business network.
- Building healthy business relations with major clients & ensuring maximum customer satisfaction
- 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–

- Railways, Defence, Cement, Sugar, Food & Pharma, Paper, Real Estate, NHAI, Metro, Automobile Industry, Power (Nuclear, Hydro etc.), Fertilizer, Architects & Consultants etc.

Product Line Expertize –

- Waterproofing, Anti Corrosive Coatings, Flooring Solutions, Expansion Joints Solutions, Repair & Rehabilitation, Fire Proof Coatings, Special Coatings for Industrial Purpose.

WORK EXPERIENCE

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.
- Maintain long term business relationships as required to meet business 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.
- Maintain active memberships and participation in relevant industry associations and technical support groups.
- 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.
- Call on clients, make presentations on solutions and services that meet or predict their clients future needs.
- 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.

Key Achievements:

- Successfully completed various projects from specification to application namely (Maruti Suzuki Plant, Tunnel Project in Jammu Region, Reliance Jamnagar and many more.)
- Successfully converted the loss making branch Gujarat to one of the most profitable branch across company, by increasing both Top & Bottom Lines.

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.
- Provide cross-functional team training, coaching, and mentoring to distributors team.
- 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.
- Responsible for developing marketing plans within the specified budget.

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