

GAURAV SINGH BHALLA

Manager-Business
Development

Contact

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Skills

Business Development

Excellent

Digital Marketing

Very Good

Market Research and
Analysis

Very Good

Social Media Marketing

Very Good

Teamwork / Collaboration

Excellent

Sales Prospecting

High-achieving Business Development Manager offering 5 year track record of success improving sales and growing company customer base through effective program management, strategic planning and team leadership.

Work History

2018-06 -
Current

Business Development Manager

OYO Hotels & Homes Pvt.Ltd, New Delhi

- Developing strong market knowledge of existing and potential clients and ensuring business growth opportunities aligned to company's strategic plans.
- Approx 10 million Increase in sales due to tie-up with 4&5star Premium hotel Chain properties such as Taj Vevanta, Radisson Blu, Hyatt Regency and Sarovar Portico.
- Negotiated ,prepared and signed contracts with clients.
- Collaborated with sales and marketing department to support business objectives and client acquisition.
- Boosted company revenue by 30% in 2018-19.
- Researched and identified opportunities for account growth,account penetration and market expansion.
- Formulating and implementing lead generation plans which includes inbound and outbound prospect management.
- Researched and built relationships with 40+ new clients by planning approaches and pitches.

2016-05 -
2018-06

Area Sales Manager

SteelBird Hi-Tech India Ltd, New Delhi, DL

- Maintained customer relationships, ensured customer loyalty through excellent customer service and met all client needs appropriate to their expectations.
- Managed a portfolio of 150 dealers & distributors.
- Conducted day-to-day market analysis for new avenues and enhancement of existing base for business growth.
- Directed a team of 4 members for generating maximum revenue.

Excellent

Client Relationship
Management

Excellent

Project Management

Excellent

Sales

Excellent

Budgeting

Excellent

New Business Development

Excellent

Salesforce

Excellent

- Promoting new products and ensuring their availability, distribution and market development.
- Handling sales promotion & events .
- Dealers meet, shoppe development, promotions and branding.
- Increased sales of Premium helmets from 20 Million to 35 Million within a span of 2 Year.
- On board new distributors from market of Karnataka, AP, Telangana to increase the revenue of company.
- Successfully increased market share by 25% for Premium product helmets in assigned area.
- Keeping track of industry trends, current market fluctuations in pricing and competition.
- Regularly updating the customers about the new offers and taking initiatives to introduce developments in product line.

2015-03 -
2016-04

Business Development Executive

SL Management Consultants

- Responsible for onboarding companies using social media platform emails, Facebook and LinkedIn.
- Sharing insights, convene partnerships for action, and serve clients to inform critical decision-makers with the power to make real changes.
- Approaching potential companies with turnover of 100-2000 crore.
- Organized meetings with Managing Director and VP's explaining about company services related to HR, Marketing and operations.
- Give inputs on marketing strategies based on extensive consumer and market information for 2 Projects "EON Electronics" and "Plaza Cable".
- Followed up with new leads of companies and prospects clients.
- Generating Revenue for Company of 1 Million.

Education

2013-05 -
2015-06

MBA: Digital Marketing And Marketing

*New Delhi Institute Of Management - Tughlakabad
Institutional Area, New Delhi*

2009-04 - 2012-07	Associate of Arts: Political Science(Hon's) <i>Delhi Collage Of Arts And Commerce - Netaji Place, New Delhi</i>
2008-03 - 2009-04	CBSE Board: Political Science <i>New Green Field School - Saket,</i>
2006-03 - 2007-01	CBSE: Social Sciences <i>New Green Field School - Saket, New Delhi</i>

Certifications

2012-06	Certificate in Finance Research & Advance Excel
2015-02	Live Project with Parle Products for 3months
2020-05	Online Digital Marketing Course @udemy