

## CURRICULUM VITAE

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### Summary

Innovative and results-driven marketing and sales professional with 5+ years of experience in creating and executing successful marketing strategies. Proven track record of exceeding sales targets, building and maintaining client relationships, and leading teams to achieve business objectives.

### Skills

- Sales pitch development
- Public relations
- Business Development Skill
- Marketing
- Networking
- Leadership Skills
- Product knowledge
- Strategic thinking
- Active listening to customers
- Time management
- Marketing strategy
- Active listening
- Teamwork
- Demonstration skills
- Customer Relationship
- Flexibility
- Problem Solving
- Customer retention
- Forecasting
- Digital marketing
- Critical thinking

### Qualification

Senior Secondary (10+2) from Punjab School Education Board with 77% (2015)

Matriculation (10th) from Punjab School Education Board with 57% (2013)

### Languages Known

English, Punjabi & Hindi

### Area of Interest/Hobbies

Make new friends, listening songs and researching on new cars features, gadgets

## **Professional Experience**

### **Electrowaves (MI Xiaomi)**

(Jan 2024 to Current)

#### **Working as Field Sales Officer**

- Analysing competitors' products to determine product features, benefits, shortfalls, and market success
- Meeting the dealers and adhere to their demands and needs and fulfilment of their orders
- Work collaboratively with dealers and engaging them to upsell on the promotional schemes.
- Preparing cost-benefit analyses for prospective and existing customers to determine the most suitable purchase options.

### **Volkswagen (Bhagat Group) Patiala**

(Jul 2023 to Dec 2023)

#### **Worked as Sales Executive**

- Converting showroom visitors into customers by understanding their needs and interests and matching them to the most appropriate car.
- Understanding the characteristics, capabilities, and features of all cars, and providing the potential customer with detailed information, including comparing different competitive models.
- Taking customers on test drives and demonstrating vehicle features.
- Building a rapport with potential customers to improve the possibility of a sale in the future.
- Maintaining a customer database and communicating with them.
- Assisting customers with completing the relevant paperwork required for a successful sale to be processed.

### **Electrowaves (MI Xiaomi)**

(Feb 2021 to May 2023)

#### **Working as a Sales Officer**

- Meeting the dealers and adhere to their demands and needs and fulfilment of their orders
- Work collaboratively with dealers and engaging them to upsell on the promotional schemes.
- Preparing cost-benefit analyses for prospective and existing customers to determine the most suitable purchase options.
- Analysing competitors' products to determine product features, benefits, shortfalls, and market success.

**HDB Finance Private Limited, Patiala, Punjab**

( May 2017 to Jan 2021 )

**Worked as Sales Executive**

- Developing sales strategies and setting up goals.
- Contacting customers and potential customers over calls, email and even in person.
- Handling and resolving client queries and complaints.
- Creating and maintaining customer relationship management data.
- Achieving Daily, Weekly and monthly sales targets.
- Taking part in team meeting.

**Vivo Mobile India Private Limited, Patiala, Punjab**

Jun 2015 to Apr 2017

**Sr. Sales Promoter**

- Listening to what customers want and helping them find the perfect product for their needs.
- Constantly building product knowledge and delivering this knowledge in engaging ways.
- Setting up attractive product displays and promotional booths.
- Delivering presentations and demonstrations to customers and other stakeholders.
- Engaging in meaningful interactions and building good relationships with customers.
- Distributing samples and providing feedback for improvement to the management team.
- Following up with customers and providing guidance on product selection.
- Meeting daily targets and submitting sales reports.
- Networking with relevant stakeholders.
- Searching for new business opportunities.

Date :

Ashish Gogia