

Vivek Dwivedi

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Location

Shimla, India

About me

I have total of 14 years of experience. My main areas of expertise being Sales, Pre-sales, Business development and Lead Generation.

Experience

Team leader operations, XDBS Corp

2015 – Present | Noida, India

We are a global marketing support and inside sales company that enhances business performance of B2B organizations through data, quality and lead generation solutions. XDBS a Marketing Research Firm focussed on Customers identification and generating appointments and sales. Job Profile Handling a team of 30 people under me. Building precise prospect database and technology marketing services, tailored to maximize your customer engagement opportunities. Handling different client needs and getting the deliveries done as per their requirements. Generating fresh leads, Sales Ready Leads as per clients specifications. We research and deliver current, validated B2B contacts, solving prospecting challenges faced by your sales teams. We further ensure that the data is precise, helping you reach the right decision makers from the right company at the right time. Our advanced search tools help discover and verify contacts based on your target segment requirements across geography, job title, industry, revenue, and employee size.

Assistant Manager Business Development, Pivotal India (E-Learning Company)

2013 – 2013

Job Profile* Generating new business both in face to face meetings and over the phone.* Writing up concise, value-based sales proposals.* Promote the company brand to key buyers, ensuring their knowledge is current and appropriate.* Interaction with subject-matter experts & developers to understand end-user needs. Suggest appropriate instructional methodologies to content developers and trainers.* Strategic consulting, including business plan & promotional strategy development.* Implement promotion plans and new concepts to generate sales.* Responsible for developing and maintaining commercially productive relationships with both new and old clients.* Handling of Franchise Selection and Development related activities.* Developing business through tie-ups with various schools & institutes providing coaching to the students preparing for various competitive exams Like IIT JEE, Medical, Commerce etc..* Conduct seminars & presentations at schools (K-12) and coaching institutes.

Business Development Executive, CMC Limited

2008 – 2013 | New Delhi, India

[A Tata Enterprise- Subsidiary of TCS]Accountabilities* Writing up value based proposals as per clients requirements.* Customising bidding documents as per the need and requirement of the projects.* Find out new market for Education & Training business of the company.* Handling Franchise selection & Development related activities.* Developing business through tie-ups with various colleges and schools.* Conduct seminars & Information desk in Schools, Colleges and Coaching centres.* Implement promotion plans and new concepts to generate sales for achievement of revenue targets.* Ensure centre profitability by revenue generation and managing operating cost* Driving in business to generate fresh business along with a team of counsellors and Marketing executive.* Ensuring successful implementation of regional marketing campaigns in the assigned territory so as to generate brand visibility, fresh footfalls and deeper market penetration.* Planning BTL activities customized as per the centre's territory and push products* Monthly planning of collection targets, revenue targets and fresh enrolments as per budgets and regional push products.* Training and monitoring the performance of Counsellors and Marketing team members to ensure efficiency in sales operations and meeting of individual & group targets.

Sales Officer [Marketing], Standard Electricals Limited

2005 – 2008 | Noida, India

JOB PROFILE: * Managing the customer and built up the OEM relation Vipul, Parsvnath, and ELDECO. * Getting the approval for new product from OEM by giving the demo and conducting trial at their Workshop. * Visit the workshop on monthly basis to analyze the sales and the product performance. * Visit OEM for getting the information on new Dealer coming up. * Being part of the team (a new challenge accepted by me), Achieved the sales by hitting Projects of OEM s, Institutions, Industries , Convincing Customers & Decision Makers directly and at the same time maintaining healthy relations with End users, Enjoying the challenge, I have converted most of the customer. * Study the competitor's strategy. * Always looking for new opportunity for getting the business in various levels. * Responsible for developing the quality standards for existing supplier of new product. Responsibility: * Ensuring sales in terms of volume and profit. * Ensuring product and service as per the commitment to the end client. * Co ordinations with the cross function like Marketing, R&D, Dispatch, and Logistic. * Responsible for the collection of Payment from dealer network. * Responsible for the collection of C form.

Trainee, Semiconductor Complex Limited

2005 – 2005 | Mohali, India

Industrial Training Undergone Organisation : Semiconductor Complex Limited, Mohali. Duration : 6 months Training Brief : (i) In VLSI Assembly Department (ii) Micro-Electro Mechanical System (M.E.M.S) (iii) Electronics energy meter assembly, Calibration (iv) Electronics Energy Meter -Its Testing & Repairing (v) Case study: Pressure Sensor Module based on Tech. of Micro-electronic & mechanical System.

Education

Himachal Pradesh University

Shimla, India

MBA (Marketing), Master

International institute of engineering and technology, Under Punjab Technical University

Jalandhar, India

B.E. (Electronics and Instrumentation), Bachelor

Skills

Business Development | Sales | Demand Generation | Lead Generation | Presales

Languages

English (Professional)