

## **BIMLA SAXENA**

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SALES TRAINER; VIPASSANA PRACTITIONER; YOGA PRACTITIONER; MARATHON RUNNER

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### **OBJECTIVE**

Seeking a dynamic & challenging position with progressive organization which would enable me to utilize my quantitative, analytical & leadership skills to achieve corporate mission and goals through persistence and hard work.

### **PROFILE SUMMARY**

#### **1) Sales Trainer (Training and coaching), Soft Skill Development Trainer.**

- Conduct skills gap analyses to identify areas of improvement.
- Coordinate individual and team performance review sessions to discuss strengths and weaknesses.
- Sales training program and results. **sales techniques, time management, and organizational skills, customer handling, objection handling, sales pitch, closing sales pitch**
- Work closely with salespeople to identify challenges they face on-the-job and recommend ways to increase productivity.
- One to one consultation session for employee and employer.
- Corporate skill Development Trainer.

#### **2) International Market:** Import & Export, Custom,

#### **3) Business Coach:** Small and Medium Business,

- Identify the Area of problem in business.
- Goal Setting, Mind setting,
- Build system in business.
- Growth Development.
- Training on consumer Behavior.

#### **4) Marketing & Digital Marketing**

Social Media Management, Online advertising, social networking, Renewable Energy Marketing, Event. management, Competitive analysis, BTL Activation, Rural Marketing, and visibility drive, trade programs, Product Launches, New Product promotion,

## **Nexxa Solar Power Technologies Pvt. Ltd.**

**Sales & Marketing Trainer**\_ 30Aug 2018 till Date

- Organizing the following training / programs: **Soft Skill and Sales Training for Government and Private Sectors.**
- Sessions for Sales, Developing Modules & Presentations.
- Follow up Review and ensuring appropriate implementation of action plans.
- Conduct skills gap analyses to identify areas of improvement.
- Produce physical and digital educational material (e.g. videos and case studies).
- Coordinate individual and team performance review sessions to discuss strengths and weaknesses.
- Monitor sales objectives and results.
- Coached on product information, **sales techniques, time management, and organizational skills, customer handling, objection handling, sales pitch, closing sales pitch**
- Determines training needs by traveling with sales representatives; observing sales encounters; studying sales results reports; conferring with sales managers.

## **RGCO Makers pvt ltd (Solar power solution)**

**Marketing and Sales Trainer** : 3Jan2017 - 25Aug 2018

- - Relevant training to be delivered on project sites,
- -Sessions for Sales, Developing Modules & Presentations.
- - Create on-field hand holding & coaching support on skills
- - To create content on domain & skills
- - Closely work with regional sales heads on sales effectiveness thru training interventions
- - Liaison with local training agencies for relevant training programs
- -Develop an effective on-boarding and initial training program for new employees.
- -Create and deliver all necessary training to Sales Team thru field observation.

## **Avon Beauty Products Ltd. as Zone Manager**

*– Sales & Marketing/ trainer, Dec 2013 till June 2016*

- Developing overall business in different cities (Mumbai, Nanded, shirdi, Kolhapur, sangali, Nashik,Aurangabad )
- Organizing & demonstrating events on weekly basis.
- Training & motivating sales leaders and recruiting new team members.
- Achieving zone sales target.
- **College activation** and **corporate training** for sales and lead generation in Nasik.

## **Business Development in tradeindia.com from (Nov 2012 to Aug 2013) as**

**Senior Executive of marketing and business development (B2B) Pune**

- Online Space Selling for Advertisement and Inquiry Generation through the portal.
- Working in Existing Client Departments ECD.
- Bringing Sales For the company and generation of revenues though Renewals

- Focuses on expanding new opportunities with existing relationships. Giving Feedback from the market regarding the product image and competition.

## **YEBHI.COM from (April 2012 to Nov 2012) Mumbai As**

Executive of marketing brand development

- ✓ Measuring and analyzing online retail to optimize business operations. Interfacing with SPO' (Sales, Planning and Operations) department, distributors for smooth and effective distribution of stock.
- ✓ Handling sales promotional activities as a part of brand building & market development effort through promotional schemes and facilitating secondary and online Retail Marketing.
- ✓ To manage the market excellence / intelligence process, gathering market and customer information and providing feedback on.
- ✓ Strong Buyer relationships with vendors and suppliers.

## **EDUCATION**

- ✓ **MBAMARKETING** from Bharti Vidyapeeth College Pune 2012
- ✓ **B.B.A** from Pune university
- ✓ **H.S.C.** from State Board **C.S.I** College
- ✓ **S.S.C.** from **CBSE BOARD**, Army school Nasik

## **Declaration:**

I Bimla Saxena hereby declare that all the particulars stated in this Resume are true to the best of my knowledge and belief.

DATE:

PLACE:

