

HARPREET SINGH | CHANDIGARH

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Retail sales professional versed in building material product placement. Extensive experience in relationship building, client retention and acquisition. Reliable, top-notch sales associate with outstanding customer service skills and relationship-building strengths. Dedicated to welcoming customers and providing comprehensive service. In depth understanding of sales strategy and negotiation techniques.

PROFESSIONAL EXPERIENCE

Area sales manager, Damsun Group (lumani schuco)

Nov 2023 – Till date - CHANDIGARH & HARYANA

- Focusing on appointing new channel partners.
- Before and after sales.
- Formulating, Planning, and Executing sell-out activities and other marketing programs
- Drive overall sales and growth at unit level by meticulous planning, Indexing and driving
- conversions with the help of key stakeholders with optimum inputs and resources.
- Explore opportunities for gaining market share by analysing data and trends to ensure potential.
- Enhance consumer experience by ensuring resolution of complaints within the defined timelines
- Productive utilisation of manpower resources to drive business growth.

Sales associate- Ashley furniture – Canada

May 2023- October - 2023

- Assisted customers with product selection, sizing and styling.
- Processed transactions using a point-of-sale system.
- Build relationships with customers to encourage repeat business.
- Helped customers find specific products, answered questions and offered product advice.
- Arranged new merchandise with signage and appealing displays to encourage customer sales and move overstock items.

Area sales manager, India – Damsun Group (lumani schuco)

Sep 2020 – Feb 2023 - CHANDIGARH & HARYANA

- Increased the territory sales by 100% (from 1.2 CR to 2.4 CR) in six months.
- To enhance brand awareness in assigned geography, building on existing relationships as well as developing new relationships with architect, builders, interior designers, PMC and clients.
- Maintaining Healthy relationships with more than 200 accounts with a visit on a need basis.
- Conducted webinars, sales presentations, and exhibitions at A and B level platform helping the decision-makers take an informative decision.
- Build monthly and quarterly project forecasts and maintain a healthy pipeline to meet targets.

Business development manager, AIS Glass India Ltd.

Sep 2019 – Sep 2020 - CHANDIGARH & PUNJAB

- Sourced and prospective new clients continually; conducted sales calls, including cold calls and conducted referral follow up to present product solutions and increased the customer base by 150% in assigned territory.
- Created relationships with decision makers with new accounts, cultivated partnering relationships within existing accounts, and established AIS GLASS as a trusted brand.
- Coordinated with architects to identify and capitalise on expansion of opportunities which can be transformed into sales.

Senior business development executive, Marble city- New Delhi

Nov 2016 – Mar 2019 - New Delhi, CHANDIGARH & PUNJAB

- Actively generated sales for the company within the designated territory.
- Forecasted, delivered and adjusted the customers' accounts to ensure success against contract terms.
- Developed new accounts by researching and identifying potential leads, soliciting new business, building connections, providing technical information and advice, and preparing timely quotes resulting in increasing the customer base by 25%.

EDUCATION AND CERTIFICATIONS

MBA, IMM Business School, New Delhi

May 2014 – May 2016

Sales & Marketing

Bachelor of commerce, Ambala

June 2010 – May 2013