

Sonali Jayling Shilwant**Mobile:** 9730126923**E-Mail:** sonalishilwant@gmail.com

To contribute to the organisation's goals by consistently exceeding sales targets through the effective utilisation of negotiation, spin selling and problem solving skills and by maintaining client relations.

SUMMARY

- ∩ Total experience is more than 10 years in Sales & Mktg. field
- ∩ Exp as a Sales Manager at **Falco eMotors Pvt. Ltd., Pimpri**, Pune from 10th April 2017 till date.
- ∩ Exp as Senior Executive Sales at **Avians Innovations Technology Pvt. Ltd., Chikhali** Pune from 1st Aug 2014 till 8th April 2017.
- ∩ Exp as Sales Coordinator at **KTR Couplings (I) Pvt. Ltd.,** Bhosari, Pune from 7th Nov 2013 to 31st Jul 2014.
- ∩ Exp as Executive Marketing at **Deccan Mechanical & Chemical Industries Pvt. Ltd.,** Bhosari, Pune from 19th Sep 2008 to 30th Oct. 2013
- ∩ Completed Post Graduation Diploma in Business Administration (**PGDBA**) Course with **Marketing** Specialization from Symbiosis Centre of Distance Learning (SCDL) Pune.
- ∩ Completed Bachelor's degree in **Science** specialization in **Physics** with 66.83 %.
- ∩ Completed a training programme on Soft Skill Development Programme affiliated by Pune University

EMPLOYMENT SCAN

10th April 2017 till date
With Falco eMotors Pvt. Ltd., Pimpri, Pune
As a Sr. Sales Manager

Sales Director Key Deliverables

- ∩ Seeking out major clients and forming working relationships with the premier buyers in Industrial Fan industry.
- ∩ Overseeing and developing and managing a team of Sales people, typically spanning a wide geographical area.
- ∩ Identifying valuable emerging markets.
- ∩ Accurately forecasting future sales and forming sales plans to adapt to constant shifts in the marketplace
- ∩ Serving as a business representative at major industry events, conferences, trade shows, and expositions
- ∩ Maximizing company profit.
- ∩ Foreseeing and avoiding stagnation in the marketplace.
- ∩ Forming sales strategies to keep company competitive and innovative
- ∩ Appointed Dealers and Distributors as a Channel Partner area wise across the India,
- ∩ Understand the Technology, Product, Product Use, Product Benefits, Competitor
- ∩ Identified the Market potential, Customers (Industrial as well as Government), Distributors, Market Growth, Pricing, Installation, Competition, Features to offer
- ∩ Prepared all the data and developed Website, Literature, Catalog, Brochures
- ∩ Prepared all the required documentation like offer format, introduction mail, costing format, email formats, installation manual, warranty cards, authorized dealer/distributors certificate, feedback letter, installation plan, PPT for company, product, Technology, why we are best than other competitors, App installer etc...
- ∩ Organised all the study material, Sales & Marketing plan, Market research, all types of sales procedures, product related questionnaires, Training material and Exhibition related information and activities
- ∩ Company & Product registration on online portals like India mart, Trade India, tender sites
- ∩ Done all the activities like a founder member of the company from catalogue preparation, website data, registrations, started selling HVLS (High Volume Low Speed) Industrial as well as commercial fans.
- ∩ Does business with customer across the India. Visited to Delhi, Karnataka, Andhra Pradesh and Maharashtra regions for customer visit.
- ∩ Provided training to back office department for online as well as off line Tendering.
- ∩ Satisfied about self-work contribution, worked as a founder member of an organisation which doesn't have Indian market set up earlier.

Achievement

- ∩ Done all the activities from ground level and successfully set up business in Indian market for HVLS fans. Done total booking more than 7Crores.

1st Aug 2014 till 8th April 2017
With Avians Innovations Technology Pvt. Ltd., Chikhali Pune
As a Sr. Senior Executive Sales

Senior Executive Sales Key Deliverables

- ∩ Owner of Domestic Marketing for all types of Industrial Automatic Doors for ex. Motorized Double Wall /Single Wall Rolling Shutters, High Speed Doors, Fire Rated Rolling Shutters, Automatic Overhead Sectional Doors, Sliding Doors,
- ∩ Loading Bay Equipment's Hydraulic Dock Leveller, Dock Shelter, all types of entrance gates etc. in Commercial, Manufacturing, Food & Parma, Automobile, Electronic Industries.
- ∩ Maintaining the Enquiries in system, checking technical feasibility of the product.
- ∩ Keeping track on upcoming projects in the market for material suitability.
- ∩ Sending company intro letters to clients for new enquiry generation purpose.
- ∩ Sending all types of quotations to clients. Keeping continuous track on opportunities status.

- o Taking part in Techno-Commercial Discussion and negotiation with customers.
- o Personally meeting to client for order finalization purpose whenever necessary.
- o Negotiating contract terms with customer and following up for the purchase order
- o Chasing for orders and achieving sales target.
- o Preparing all types of Reports Daily, Weekly, quarterly and Monthly basis.
- o Attending all the meetings with management, interdepartmental team and with customers.
- o Regular follow up for material dispatch with customer and production team.
- o Payment follows up with clients on regular basis.
- o Sending all types of MIS reports to the management.
- o Believing in long term Business Relationship with customers after Sales & Service.
- o Customer Relationship Management.
- o Supporting to internal departments like commercial, projects wherever required.
- o Getting repeat orders from clients.
- o Maintaining competitor's details related to price, product features, clients, market reach etc....
- o Having good contacts with Contractors, Consultants & End users.

Achievement

More than 4 Crore Order received from new as well as existing customers.

EMPLOYMENT SCAN

**7th Nov. 2013 to 31st July 2014 with KTR Couplings (I) Pvt. Ltd.
As a Sales Coordinator**

Executive Sales Key Deliverable

- o Mediator executive for Domestic Marketing of Coupling Equipments, Hydraulic components etc. In Chemical, Steel & Fertilizer Industries.
- o Order Punching in System
- o Releasing Shop Orders.
- o Offer preparation in absence of Sales Officials.
- o Preparation of outstanding statement and sending it to Dealers/Customers and Sales Officials.
- o Preparation of Daily Report Booking Vs Sales
- o Production Plan updating on daily basis.
- o Presentation Support.
- o Attending Daily, Monthly and Quarterly Sales Meetings.
- o Arranging for Road Permit
- o Follow up of material dispatch till payment receipt.
- o Sending all types of MIS reports to management.

Application Engineers Key Deliverables

- o Material Code Generation in system
- o BOM generation as per Sales Order
- o Issue of Sales Order along with customer approval drawings, part drawings and part list.
- o Drawing issue.
- o Updating production plan.

EMPLOYMENT SCAN

**19th Sep 2008 to 30th Oct 2013
With Deccan Mechanical and Chemical Industries Pvt. Ltd.
As an Executive Marketing**

Executive marketing Key Deliverables

- o Responsibilities involves Governing Departmental Activities, Sales Forecasting, Business Development, Negotiations, Order Booking, Recovery, Agent Management for Domestic Marketing of Ash handling Equipments, Material Handling and Wear Resistant Lining Systems in Thermal Power Stations, Cement, Steel, Fertilizers and Mining Industries.
- o Identifying opportunities and developing new customer through networking, cold calling, sending mails, Brochure to them.
- o Maintaining the Enquiries in system, checking feasibility for the product.
- o Preparing offers Estimation/costing of product and sending Quotation to the Private Customers also to Government Tenders.
- o Negotiating contract terms with customer and following up for the purchase order.
- o Booking the Work Order with all terms and condition as per PO and also providing process route to manufacture the product.
- o Liaising with the production and planning department for smooth execution of sales order.
- o Interacting with Finance term to ensure proper credit funding at customer end. Managing reconciliation of account with customer to do the receivable management.
- o Taking part in dispatches related activities to deliver the customer.
- o Sending the Test certificate to customer.
- o Handling Domestic customer.
- o Visiting to the Customer for Marketing related activities like finding new opportunities, getting enquiries, orders etc.

- ∞ Preparing Quarterly & Monthly performance report, Monthly collection report, plan, etc.
- ∞ Attending weekly / monthly progress review meetings.
- ∞ Area of Excellence include:

**Sales & Marketing
Business Development
Team Work**

**Channel Management
Key Account Management
Customer Relationship Management**

**Strategic Planning
Liaison Work**

Achievement

Started direct face to face interaction with customers. Closed many important deals from private as well as from Govt. sectors.

ACADEMICS

(2010 – 2012)	Post Graduation Diploma in Business Administration (PGDBA) with Marketing Specialization from Symbiosis Centre of Distance Learning, SCDL, Pune.
2008	Bachelor of Science from Shri Chhatrapati Shivaji Mahavidyalaya, Shrigonda, A'nagar, Pune University, Maharashtra.
1996	HSC from BPHE Societies Ahmednagar Collage, Ahmednagar, Pune Board.
1993	SSC from Sacred Heart Convent School, Ahmednagar, Pune Board.

BEYOND CURRICULUM

- ∞ Awarded 1st Prize in the Soft Skill Development Programme affiliated by Pune University at Shri Chatrapati Shivaji Mahavidyaaya, Shrigonda, A'nagar in 2007
- ∞ Won solo singing competition at Ahmednagar College in 1998.
- ∞ Won 1st prize in the Table Tennis Competition at PAO/MIR Office, Ahmednagar in 1997

ADDITIONAL QUALIFICATION

- ∞ **Course:** Completed Home Science Diploma at A'nagar , Mumbai Board(Duration- 1-year)
- ∞ **Course:** Completed Pre Primary Teachers Training Course, A'nagar, Mumbai Board(Duration 1-year)
- ∞ **Course:** Completed Beauty Parlour Course from Dipa Beauty Parlour, A'nagar
- ∞ **Computer Skills:**
Software: Enterprise Resource Planning (ERP), Customer Relationship Management (CRM) And MS Office (Word, Excel, PowerPoint).
- ∞ Completed a training programme on Time Management by DEMECH Pvt. Ltd, Pune

PERSONAL DOSSIER

Date of Birth	:	9 th Feb 1978
Email Id	:	sonalishilwant@gmail.com
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