



# Sahana Naik

## Contact

 <https://www.linkedin.com/in/sahana-malaskar-5419a9143/>

 7676426747

 malaskarsana14@gmail.com

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## About Me

Talented sales representative, effective at multitasking and balancing customer needs and making new sales. Builds loyalty and long term relationships with customer. Focused sales professional highly effective in establishing and maintaining relationships with potential new and existing clients.

## Work Experience

### Sales Representative - Softcell Technologies Global

Sep 2023 - Present

- Generated qualified leads through targeted networking events, strategic cold outreach, and analysis of existing customer data, contributing to an increase in the sales pipeline.
- Utilized CRM system to track and manage leads ensuring efficient follow-up and conversion.
- Executed comprehensive sales and marketing activities, directly contributing to the achievement of corporate revenue goals.
- Resolved customer escalations promptly and effectively maintaining high levels of customer satisfaction and minimizing churn. Managed customer escalations with a focus on quick resolution, and clear communication.
- Tailoring solutions to identified customer pain point to maximizes satisfaction and secures repeat business
- Identified and capitalized on Cross-selling and upselling opportunities by analyzing customer purchase history and market trends
- Established and nurtured strong relationship with the department heads of the companies, leveraging these connections to generate new business opportunities.
- Created and maintained a comprehensive database of current and potential customers, ensuring accurate and up-to-date information for targeted marketing and sales efforts.
- Prepared detailed sales proposals, handled sales order execution, and ensured timely supply of materials, consistently meeting customer commitments
- Actively trained and developed sales skills of newly joined team members

### Client Advisor - Ample Digital Private Limited

March 2022 - May 2023

- Lead generation and New account Acquisition, Identify and qualify sales opportunities based on identified needs
- Establish and nurture relationships with key decision-makers in small, medium, and large enterprises,
- Maintain and strengthen relationships to facilitate ongoing business opportunities. Leverage networking strategies (events, online communities, personalized outreach) to expand professional network
- Track number of connections, meetings, and conversion rates.
- Utilize **LinkedIn Sales Navigator**, **Clodura** and other relevant tools to research and identify potential leads.
- Apply defined qualification criteria (company size, industry, job title, technology stack) to prioritize high-potential leads
- **Track lead generation and qualification metrics.** Create and maintain a comprehensive database of current and potential customers within the CRM system
- Segment the **database for targeted marketing and sales campaigns**
- Execute and optimize **program-based lead generation initiatives** (e.g., Apple Impetus Program, Developer Program, Switcher Program).
- Identify and capitalize on upselling and cross-selling opportunities with existing customers
- Tailor product recommendations to individual customer needs.
- Advised Customers on the selection of optimal solutions based on their specific needs, driving revenue growth through strategic selling strategies

## Associate Retail Manager - Denave India Private Limited (Lenovo India)

July 2019 - Nov 2021

- Lead generation and New account Acquisition, Identify and qualify sales opportunities based on identified Partner Query Resolution: Promptly and accurately respond to partners regarding pricing, technical specifications, and stock availability.
- PAN India Partner Relationship Management: Build and maintain strong, productive relationships with partners across India.
- Stock Reporting & Transparency: Generate and distribute regular stock reports to partners, ensuring transparency and facilitating informed decision-making.
- Order Processing & Accuracy: Efficiently handle and process all sales orders, ensuring accuracy and timely fulfillment.
- Promotional & Event Support: Assist in the preparation and organization of promotional materials and events, including demos, special price support, promotional tools, and partner product training.
- Customer Complaint Resolution : Respond effectively to customer complaints and provide comprehensive after-sales support when requested. Data Management & Reporting
- Client Communication & Problem Resolution: Proactively inform clients of any unforeseen delays or problems, and work to find effective solutions.
- Electronic Direct Mail (EDM) Creation: Creating EDMs with special offers and product features to drive sales

## Sales Executive - Kruti Comp. India Private Limited

Dec 2014 - June 2019

- Promptly and accurately answered customer inquiries regarding product specifications, pricing, and availability. Prepared and delivered detailed Sales, Rental, Annual Maintenance Contract (AMC), and Facilities Management Services (FMS) quotations to customers. Prepared and submitted tender quotations.
- Maintained consistent communication with customers regarding the status of their orders, ensuring timely updates. Effectively addressed customer issues and complaints, providing appropriate solutions and ensuring customer satisfaction.
- Analyzed customer needs and highlighted relevant product features to drive sales and nurtured a friendly and professional demeanor in all customer interactions.
- Generated leads through cold calling and outbound telephone marketing. Managed and recorded all leads generated.
- Obtained competitive pricing from local vendors and Original Equipment Manufacturers (OEMs).
- Raised Special Quotation (SQ) requests with HP for price clearance on desktops, laptops, printers, and scanners.
- Handled Deal registration and CQQ submission with HPE for Servers and Storage. Submission of Microsoft Deal registration to secure customer accounts and Dell Deal registration for customer locking and to obtain optimal pricing for IT requirements.

## Educational Background

### B.COM

Govt. First Grade College - 80.63%  
Karnataka University Dharwad

2014

### Higher Secondary

Bhadrakali Pre University College - 78%  
Karnataka PU Board

2011

### Secondary

Shri Bhadrakali High School - 66.72%  
Karnataka Board

2009

## Skills

- Customer Acquisition
- Business Development
- Cross-Selling & Upselling
- End-to-End Sales
- Partner Relationship Management
- CRM and Sales Tools
- Sales and Negotiation Skills
- Problem-Solving Skills
- Time Management and Organization
- Customer Relationship Management

## Certifications/Short courses

- Diploma in Data Protection and Security (GDPR) | Accredited
- Sales Discovery, Inside Sales and Inclusive Marketing 2.0 (CISP)