

# AASHIK ALI

SALES MANAGER

## ABOUT ME

Highly Motivated Sales Manager With Extensive Customer Service and Sales Experience. Outgoing Sales Professional With Track Record Of Driving Increased Sales, improving Buying Experience And Elevating Company Profile with Target Market.

## EDUCATION

### Dr. J.C. Kumarappa Centenary Vidya Mandir Matric Higher Secondary School

2016	SSLC (X)	85%
2018	HSC (XII)	58%

2018.07-2021.05

### JJ College Of Arts and Science | Pudukkottai

Bachelor of Computer Applications 68.42%

2021.7 - 2023.06

### University of Madras

Master of Business Administration-Marketing Management

2021.06 - 2022.05

## WORK HISTORY

### TechBerg Enterprise Solutions

#### Sales Manager

- Analyzed past sales data and develop realistic sales plan inline with the Team and Organization goals.
- Increased revenue by implementing effective sales strategies in the sales cycle process from prospecting leads through close.
- Researched sales opportunities and possible leads to exceeding sales goals and increasing profits.
- Achieved sales goals by cultivating and securing new customer relationship.
- Held weekly meetings with the director to identify techniques to overcome sales obstacles.

2022.05 - 2023.04

### LENOVO India (DENAWE)

#### Account Sales Manager

- Creating a strong funnel and adding new accounts in line with the goals for all Lenovo products ( hardware & software).
- Develop and maintain relationships with Enterprise clients.
- Works with channel partners to identify and qualify mutually rewarding sales activities, strategies, and business opportunities
- Cold calling and email potential clients, and be in charge of all work from beginning to end.
- Develops, motivates and coordinates Channel sales team to optimize sales execution
- Responsible for both B2B sales and Solution-based selling

## CONTACT

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2023.04 – 2023.10

## **HP India (V5 Global)**

### **Account Sales Manager**

- Proactively engaging with the customer before the RFP to understand customer needs and pitching the right solution to fulfil customer requirements.
- Working closely with the customer in both pre and post-sales phase to build trust and ensure minimal to no escalation from the customer on both product and services.
- Coordinates/Owns account plans for strategic commercial accounts in the account planning process
- Establishes a professional working relationship (up to the executive level) with clients, and develops a core understanding of the unique business needs.
- Generates leads for HP volume products and certain value products and collaborates with other specialists or partners as needed.
- Focuses on larger deals/opportunities and value and/or volume portfolio management, and selling a range of HP products and solutions.
- Identifies customer requirements, matches with HP capabilities and chooses respective HP supply chain accordingly (Direct or Indirect).
- Supports sales by analyzing opportunities, and communicating sales collateral within their area of focus. May be brought in by partner to sell HP brand to end customers

2023.11 – 2025.4

## **Holoware**

### **Account Sales Manager**

- Managed complete GeM business operations, ensuring seamless execution of government procurement processes.
- Led the onboarding of new partners, expanding the company's reach within the government and education sectors.
- Spearheaded sales in the education segment, collaborating with universities and institutions to drive adoption of Holoware products.
- Engaged directly with government customers, fostering relationships and identifying key business opportunities.
- Successfully worked on government tenders, ensuring compliance and securing high-value contracts. Negotiated and signed contracts with major government segments, strengthening Holoware's presence in the public sector.

### **Key Account Manager**

- Managed Enterprise Accounts and VLE Accounts, driving business growth and client engagement.
- Successfully hosted a Product Launch Event for the Laptops Category, ensuring high visibility and market impact.
- Played a key role in organizing a CIO Club Event, connecting with 80+ CIOs, fostering relationships, and expanding business opportunities.
- Secured multiple Rate of Contract (ROC) agreements within the enterprise sector, strengthening long-term partnerships.
- Conducted 50+ product demos per quarter, showcasing expertise in product functionality and customer engagement.

## LENOVO India (DENAVE)

### Channel Partner Manager

- Managed end-to-end Lenovo commercial business across desktops, laptops, servers, and solution-based offerings like Sentinel.
- Built and nurtured strong relationships with channel partners, enabling consistent business growth.
- Drove mid-market and education vertical sales, with focus on tier-2 colleges and institutions.
- Successfully developed pipeline and executed account plans to achieve regional revenue targets.
- Conducted solution-based selling, aligning Lenovo offerings with customer business needs.
- Collaborated with partners on demand generation, events, and enablement initiatives.
- Ensured seamless customer engagement across pre- and post-sales cycles, minimizing escalations.



### STRENGTH

- Self confidence
- Team work
- Positive attitude
- Helpful nature



### SKILLS

- Sales funnel development
- Business development and planning
- Goals and performance



EXCELLENT



EXCELLENT



EXCELLENT



### LANGUAGE

- Tamil
- English



EXCELLENT



Good

### DECLARATION

I hereby declare that the informations provided by me in this statement are true to the best of my knowledge and belief..

Yours Truly  
(AASHIK ALI)