

Niranjan Balaji

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Summary

- Excellent communication and interpersonal abilities for effective client interaction and rapport building - Strong presentation and demonstration skills to showcase product features and benefits persuasively - Deep product and industry knowledge for answering customer queries and positioning offerings effectively - Territory and time management for efficient travel, scheduling, and maximizing customer engagement - Negotiation and persuasion skills to close deals and secure favorable terms - Adaptability and resilience to handle rejection, changing environments, and diverse customer needs - Analytical and strategic thinking to assess market trends, customer data, and refine sales approaches - Problem-solving and critical thinking for addressing challenges and customer objections - Digital fluency and proficiency with sales/marketing tools for tracking leads, managing data, and conducting demonstrations - Emotional intelligence, including empathy and self-regulation, for building trust and long-term relationships.

Experience

AMC Cluster Manager of Parts Sales, Cummins

05/2025 – 12/2025

Bengaluru, Karnataka

- Manage and supervise sales, service, and parts operations across multiple locations within the assigned cluster
- Develop and implement strategies to increase parts sales and aftermarket service revenue
- Ensure achievement of sales targets and operational efficiency for the cluster
- Coordinate with field teams, dealers, and service centers to optimize customer support and parts distribution
- Monitor and analyze sales and service performance, identifying opportunities for improvement and growth
- Maintain compliance with company policies and regulatory standards, and provide training and support to team members
- Represent Cummins in customer meetings, trade fairs, and market activities to build relationships and promote products

Senior Sales Executive, Samsung

02/2024 – 02/2024

Bengaluru, Karnataka

- Achieve and exceed sales targets for Samsung products, including appliances and electronics
- Manage and nurture relationships with existing and prospective clients, acting as a trusted advisor
- Conduct product demonstrations and presentations to showcase Samsung's features and benefits
- Identify new business opportunities through market research and networking
- Collaborate with internal teams to align sales strategies with new product launches and promotions
- Prepare sales reports, track performance, and provide feedback for continuous improvement.

SSE, LG GLOBAL

09/2021 – 01/2024

Bangalore, Karnataka

- Achieve and exceed individual and team sales targets for LG appliances.
- Identify potential clients and business opportunities through market research, networking, and direct outreach
- Build and maintain strong relationships with customers, addressing their needs and ensuring satisfaction

- Conduct product demonstrations and presentations to showcase LG appliance features and benefits
- Negotiate and close sales deals, handling objections and providing tailored solutions
- Prepare sales reports, track performance, and provide feedback to internal teams
- Collaborate with marketing and product teams to align sales strategies with new launches and promotions.

Advisor, In Vivo Mobiles

01/2018 – 08/2021
Bangalore, Karnataka

- Interact directly with customers to understand their needs and recommend suitable Vivo smartphones
- Maintain in-depth knowledge of Vivo products, features, and technology to answer customer queries effectively
- Achieve sales targets and help onboard new customers to Vivo products
- Ensure a seamless and premium buying experience by building trust and rapport with customers
- Support and guide the sales team, manage retail operations, and participate in training and development activities

Education

BCom, 50%, Pragathi Collage of Science and Management studies 2017
Bangalore University Bangalore

PUC, 43%, Vidhyavahini Pu College, Bangalore. 2013
Department Of Preuniversity Education

SSLC, 36.8%, Boys high School, CHINTHAMANI 2011
Karnataka Secondary School State Board Karnataka

Skills

- Basic Excel
- Commitment to work
- Desire for innovation & Continuous learning
- Positive Attitude
- Sincerity & Punctuality
- Scientific thinking & Skillful Presentation

Language

- Kannada
- Hindi
- Telugu
- English

Certificates

- Drivin