Rohit Yadav

Sales Executive

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PERSONAL STATEMENT

Sales executive with 3 years of experience selling consumer durables and electrical appliances through dealer and retail counters in Lucknow and Kanpur. Consistently above 100% of annual targets, with strong counter relationships, product demonstrations, collections discipline and daily reporting in Zoho CRM.

WORK EXPERIENCE

Sales Executive · Avadh Electricals Distribution Pvt Ltd, Lucknow — Apr 2024 – Present

- Achieved 112% of the FY 2025-26 target of ₹1.8 crore secondary sales across 64 dealer counters in the Lucknow East territory.
- Opened 18 new retail counters in 9 months, adding ₹26 lakh in incremental annual revenue.
- Improved collections within 30 days from 71% to 89% by agreeing weekly payment schedules with top 20 dealers.
- Ran 12 in-store demo days for inverter ACs in peak season, lifting the premium model mix from 22% to 35% of territory sales.

Junior Sales Executive · Ganga Home Appliances, Kanpur — Jun 2023 – Mar 2024

- Handled 30 retail counters and achieved 104% of quarterly targets in 3 of 4 quarters, totalling ₹45 lakh in sales.
- Logged daily visits, orders and stock positions in the CRM, helping the branch cut stock-outs of fast-moving SKUs.
- Converted 7 inactive dealers back to monthly ordering through scheme explanations and display support.

EDUCATION

BBA in Marketing · Awadh Institute of Management Studies, Lucknow — 2020 – 2023
Grade: 68%

SKILLS

Dealer and retail sales · Target achievement · New counter acquisition · Product demonstration · Collections follow-up · Zoho CRM · MS Excel

CORE SKILLS

- Negotiation
- Relationship building
- Territory planning
- Objection handling
- Daily sales reporting

LANGUAGES

Hindi · Native · English · Professional

HOBBIES & INTERESTS

Cricket, following business news

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