

# ANUJ BADKUL

## Manager - Client Servicing

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## Profile

Experienced Sales & Marketing Professional with a demonstrated history of working in the sales channel with a 3.5 years experience of driving sales , business development and marketing functions , generating revenue through exceptional relationship management with the key clients , handling business development and operations .  
Currently employed as a Manager-client servicing at IndiaMART Intermesh Ltd. .

## Experience

### Business Development Manager

June 2018 - 4 Jan 2022

Jain Brothers and Company , Bhopal (M.P.)

A Firm Dealing in Agriculture & Farm Machineries , Pesticides ,  
Public Health Machineries , Fountains , Pest Management &  
General supplies .

- Built and maintained new and existing relationships with corporate , government and the institutional clientele .
- Managed Sales through Online Portals such as GeM , E-Procurement websites, Tender Portals , Amazon Seller Central , Social media handles as well as carrying out the wholesale/retail business , reaching out to dealers and end customers through calls , meetings , deploying sales and marketing team on field , social media publicity .
- Assisted in launch of certain products related to Agriculture while deriving necessary certifications and licenses , contracts and paperwork , required to carry out the business legally .
- Assisted in managing the workshop , taking care of the after-sales service and inviting orders for new jobs .
- Supervised Stock and Accounts of the firm , Managing all the settlements related to inventory and accounts .
- Being in a firm dealing in wholesale supplies , successful in managing 25+ clients , Completing a lot of orders while deriving client satisfaction

### Manager - Client Servicing ( Key Clients Division )

4 Jan 2022 - Present

IndiaMART Intermesh Ltd. , Jaipur - Branch

India's largest online B2B marketplace, connecting buyers with suppliers.  
Trusted Platform. Safe & Secure. Quick Assistance.

- Managing the accounts of 75+ Key Clients of IndiaMART .
- Renewing , Retaining , Upselling & Upgrading the Client's package .
- Meeting with SMEs owners of almost each industry , building relationships in order to drive their business well through IndiaMART & promote them on a next level to increase business' digital reach .
- Servicing the clients w.r.t. their needs on IndiaMART , managing their account in the best possible way to achieve the best results .
- Improvement in services by way of market trends , market research & dynamism .

## Hobbies & Interests :

- Travelling • Trekking • Football
- Stock & F&O Trading

## Key Skills :

- Key Accounts Management
- Business Consultation & Development
- B2B, B2C Business Strategy & Planning Management
- Excel , PP , G Sheets , Docs Proficiency
- Customer Retention & Churn Management
- Upselling & Cross-selling management
- Selling and negotiation skills
- Customer Service & Customer Experience
- Market research & strategic planning .
- Service , operations & complaint management
- Reporting & Data Analysis Management
- Skilled in operating GeM , Eproc , Indiamart , Amazon Seller & other online selling handles
- Relationship building & management

## Key achievements :

- Completed orders through GeM worth ₹ 13 Lakhs + for Agriculture & Public health machinery and implements .
- Completed Tenders , government and institutional orders for agriculture , Public health machinery and pesticides worth ₹ 30 lakhs + while managing the whole order from start to end .
- Worked as a liaison agent between Bhopal municipal corporation and Foggers India Pvt. Ltd. for supply of fogging machines , managing the whole trade and earning a whopping amount of commission of Rs. 11.8 lakhs .

## Academic Qualifications :

Examination	Institution	Board/University	Year	Result
B.com ( Taxation )	Bhopal School of Social Sciences	Barkatullah University	2018	61.43%
CS- FOUNDATION	Institute of Company Secretaries of India		2016	266/400
12th	Bal Bharti Public School	CBSE	2015	71.80%
10th		CBSE	2013	CGPA - 8.0