

DHEERAJ

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PROFESSIONAL SUMMARY

Results oriented Sales Executive with 5+ years of experience including 1 year of high-impact performance in the **Saudi Arabia**. Expert at navigating the full sales lifecycle, from aggressive lead generation and cold calling to high-stakes negotiation and deal closure. Proven track record of expanding market share in Al Khobar by building robust B2B relationships and delivering technical solutions that meet complex client requirements. A strategic communicator focused on exceeding revenue targets, optimizing sales operations, and maintaining a high-value pipeline in competitive industrial markets.

SKILLS

Marketing Strategy
Sales & Business Development
Client Relationship Management
Market Research
Lead Generation
Communication & Negotiation
Product Promotion
Reporting & Documentation
Team Collaboration
Field Marketing Operations

WORK EXPERIENCE

Sales Lead, Clean Forever Trading and Contracting, Dammam

Jan 2025 – Present

- **Directed the B2B sales strategy** for industrial and commercial pest control services, securing long-term maintenance contracts with warehouses, factories, and labor camps.
- **Engineered specialized sales solutions** for pre-construction and post-construction termite control treatments, collaborating with civil contractors and facility management firms.
- **Expanded the company's market footprint** in the Eastern Province by identifying high-value industrial leads and navigating the Saudi procurement landscape.
- **Led a high-performing sales team**, providing training on technical service benefits, local health and safety regulations, and objection handling.
- **Managed key account relationships**, conducting on-site inspections and technical audits to ensure service quality and high client retention rates.
- **Streamlined the estimation process** for large-scale industrial disinfection and pest management projects, ensuring competitive pricing and profitable margins.
- **Coordinated with the operations team** to ensure seamless service delivery, aligning sales promises with technical execution to maintain brand reputation.
- **Orchestrated participation in competitive tenders and vendor registration processes** with major industrial players and government entities, ensuring compliance with local safety standards and quality certifications

Senior Sales Executive, Imac Components, Bangalore

Jul 2022 – Nov 2024

- **Spearheaded sales strategy** for high-value industrial accounts, resulting in consistent over-achievement of quarterly revenue targets.
- **Led complex negotiations** and closed large-scale project contracts by aligning technical product capabilities with client infrastructure requirements.
- **Optimized the sales funnel** by implementing advanced market mapping and competitor analysis to pivot toward higher-margin industrial sectors.
- **Acted as a primary liaison** between the sales and technical engineering teams to ensure bespoke proposals met rigorous client specifications.
- **Mentored junior sales staff** on effective lead generation techniques, pitch delivery, and CRM management to improve overall team conversion rates.

Sales Associate, Imac Components, Bangalore

Aug 2020 – Jun 2022

- **Identified and qualified new business opportunities** through persistent cold calling, field visits, and digital outreach.
- **Managed end-to-end client relationships**, from initial discovery meetings to post-sales support and account growth.
- **Drafted and delivered detailed sales quotations** and technical proposals, ensuring 100% accuracy in pricing and product specifications.
- **Executed field marketing and sales demonstrations** at industry exhibitions to capture and nurture high-intent leads.
- **Monitored market trends and customer feedback** to provide actionable insights for improving product positioning and competitive pricing.

EDUCATION

Bachelor of Technology Aug 2020

Sapthagiri College of Engineering, Bangalore

Pre University College (PUC) 2016

Sharada Vidyaniketana Public School, Mangalore

High School 2014

Marthoma English Medium School, Honavar

CERTIFICATIONS

- English
- Hindi
- Urdu
- Arabic