



SAMBHU RAVIKUMAR

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Profile

Results-driven **Sales & Service Engineer** with over **12 years of experience** in **sales, business development, and customer relationship management**. Adept at **driving revenue growth, developing strategic partnerships, and delivering exceptional after-sales service**. Proven expertise in **technical troubleshooting, lead generation, and market expansion** within the **medical equipment, safety solutions, and financial services industries**. Strong background in **strategic planning, consultative sales, client retention, and technical service management**. Expertise in **cross-functional team leadership, market penetration strategies, and process optimization** to enhance overall business performance. Seeking a challenging role in **sales, service, or business development** to leverage skills in **B2B & B2C sales, account management, and revenue optimization**.

Work Experience

04/2017 – 01/2025

Qatar

Sales & Service Engineer | Life Medicals, Doha, Qatar

- Spearheaded the sales and technical service of medical equipment, ensuring seamless installation, maintenance, and troubleshooting for clients.
- Developed and implemented strategic sales plans, leading to increased market share and customer retention.
- Conducted product demonstrations and technical training sessions for healthcare professionals.
- Identified new business opportunities and nurtured client relationships to drive long-term partnerships.
- Provided technical support, diagnosing and resolving issues to ensure optimal equipment performance.

05/2014 – 12/2016

India

Business Development Manager | Imaginovate Enterprises, Kochi, India

- Led overall business development efforts, enhancing market presence and customer engagement.
- Increased website traffic and brand visibility through an integrated social media and digital marketing strategy.
- Acquired new customers through targeted marketing campaigns, cold calling, and promotional events.
- Negotiated partnerships with key service providers to expand the business network.

09/2013 – 04/2014

UAE

Sales Executive | NAFFCO FZCO, Ajman, UAE

- Managed sales operations for safety and environmental products, coordinating with a dynamic sales team.
- Developed sales reports and performance analysis to optimize lead conversion and market reach.
- Engaged in cold calling, lead follow-ups, and on-site client meetings to drive business growth.

06/2012 – 08/2013

India

Agency Manager | Birla Sun Life Insurance, Kottayam, India

- Led a team of three in channel sales, achieving significant revenue growth through strategic sales planning.
- Conducted client meetings and presented customized financial plans to meet individual needs.
- Prepared performance reports, tracking key sales metrics to optimize business strategies.

Core Competencies & Skills

- **Sales & Business Development** – Identifying market opportunities, developing sales strategies, and executing business plans to drive revenue growth.
- **Key Account Management** – Managing and nurturing key client accounts to ensure long-term partnerships and customer satisfaction.
- **Technical Troubleshooting & Service** – Diagnosing and resolving technical issues, providing preventive maintenance for medical and safety equipment.
- **Market Research & Lead Generation** – Analyzing market trends, identifying business opportunities, and generating high-quality leads.
- **Customer Relationship Management (CRM)** – Utilizing CRM tools to track interactions, optimize sales cycles, and enhance client engagement.
- **Product Demonstration & Installation** – Presenting technical products, conducting demonstrations, and overseeing installations.
- **Revenue Growth Strategies** – Implementing upselling, cross-selling, and targeted marketing strategies to drive revenue.
- **Team Leadership & Training** – Mentoring and training teams to enhance productivity and performance.
- **Cold Calling & Negotiation** – Generating leads, negotiating contracts, and closing high-value deals.
- **Social Media & Digital Marketing** – Leveraging digital marketing to boost brand visibility and generate leads.
- **B2B & B2C Sales Strategies** – Tailoring sales approaches to suit business and consumer markets.
- **Process Optimization & Efficiency** – Streamlining operations to improve efficiency and reduce costs.
- **Strategic Planning & Market Expansion** – Driving market penetration and business growth strategies.
- **Client Retention & Loyalty Programs** – Implementing strategies to improve customer retention and loyalty.
- **Contract & Proposal Management** – Drafting, reviewing, and negotiating contracts for compliance and business success.
- **Sales Forecasting & Reporting** – Analyzing sales data, preparing reports, and forecasting trends.
- **Competitive Market Analysis** – Evaluating competitor strategies and market conditions for better positioning.

Education

- Bachelor's Degree in Engineering | College of Engineering, Cherthala, Kerala, India | 2008 – 2012
- Higher Secondary Education | Warwin School, India | 2006 – 2008

Languages

- English | Hindi | Tamil | Malayalam

Interests

- Driving | Traveling | Sports

References

- Available upon request.