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## DEEPANSHU RAO

Sales Engineer | Technical Sales & Business Development

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## PROFESSIONAL SUMMARY

Results-driven Sales Engineer with over 3 years of experience in technical sales and business development within the electrical and industrial equipment sectors. Proven track record of driving a 30% increase in regional sales and acquiring 131+ new clients by delivering tailored engineering solutions. Expert in technical consultations, high-impact product demonstrations, and managing full-cycle sales inquiries for complex industrial products.

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## CORE COMPETENCIES

- **Technical Sales:** Product Demonstration, Solution-Based Selling, Technical Presentations, Client Relationship Management.
  - **Business Operations:** CRM Tools (Pipedrive), Proposal & Tender Preparation, Negotiation & Deal Closure, Market Penetration.
  - **Engineering & Design:** Basic AutoCAD Electrical, PLC Programming, SCADA Software, Technical Documentation.
  - **Soft Skills:** Interpersonal Communication, Analytical Problem-Solving, Team Leadership, Multidisciplinary Collaboration.
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## PROFESSIONAL EXPERIENCE

**UTTAM (BHARAT) ELECTRICALS PVT LTD** | Jaipur, Rajasthan

*Engineer (Marketing & Sales)* | 06/2024 – Present

- **Accelerated regional sales growth by 30%** through aggressive market penetration and the promotion of specialized non-standard transformer products.
- **Acquired 131+ new clients** within a 12-month period by assessing technical requirements and providing tailored engineering solutions.
- **Managed full-cycle inquiries** for standard and non-standard transformers across PAN India, providing technical and commercial support to secure projects.
- **Delivered 50+ product demonstrations** and represented the company at major industry trade expos, including ELECRAMA-2025, Renewable Expo and Bharat Solar Expo.

- **Collaborated with internal design and engineering teams** to develop accurate, custom technical proposals and documentation.
- **Earned three appreciation awards** within 11 months for consistently exceeding sales targets and driving business development.

**ISMIC GRUNDFOS PUMPS JAIPUR** | Jaipur, Rajasthan  
*Technical Sales Engineer* | 06/2023 – 05/2024

- **Engineered customized pumping solutions** using the Grundfos design portal to meet specific client operational needs.
- **Generated high-quality sales leads** and managed the end-to-end sales process, including price negotiation and deal closure.
- **Developed and presented technical materials** to educate customers on product benefits and system efficiencies.
- **Provided post-installation technical support**, troubleshooting complex issues and recommending system upgrades to improve client outcomes.

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## PROJECTS & INTERSHIPS

Electrical Site Engineer (Internship) | **TULIP Program Ajmer, Rajasthan** | 06/2022 – 11/2022

- Executed a 6-month internship focused on government smart city projects, overseeing electrical site operations and compliance.

Industrial Automation Training | **Mestech Industrial Training Ajmer, Rajasthan** | 02/2021 – 7/2021

- Gained hands-on experience in PLC programming, SCADA software, AC Drives, and electrical control panel design.

**AutoCAD Electrical Training** | **Seldom India Technologies Jaipur, Rajasthan** | 03/2024 – 04/2024

- Completed training in AutoCAD Electrical, focusing on practical applications of electrical design and tool proficiency.

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## EDUCATION

**Aryabhata College of Engineering and Research Center** | Ajmer, Rajasthan  
*B.Tech in Electrical Engineering* | 08/2017 – 06/2021

**New Modern Sr. Sec. School** | Ajmer, Rajasthan *Class 12th* | 04/2017

**St. Paul's Sr. Sec. School** | Ajmer, Rajasthan *Class 10th* | 04/2014

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## ADDITIONAL INFORMATION

- **Interests:** Creative arts (sketching) and competitive sports including cricket and football.