

# LAKHINDER J. S. VOHRA, M.S.J.

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WARRENTON, VIRGINIA

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## SALES MANAGEMENT LEADER

Highly effective Sales Management Leader with extensive multi-industry experience and an exceptional record of success in advanced inside sales, face-to-face sales, and consultative skills. Recognized as a collaborative leader, team builder, mentor and trainer with excellent communication, client service and relationship management skills who teaches proven sales methods and best practices across product lines and industries.

### *Sales Management Leadership:*

- Ten years of Total Quality Management (TQM) experience leading businesses, start-ups, sales representatives.
- Supervised numerous sales, advertising, design and editorial teams in the last twenty years.
- Developed business plan manuals, mission statement, core competencies, and vision plans for various entities.
- Created job descriptions, employment campaigns, job camps to hire staff on both East Coast and West Coast.
- Created prospectuses, pricing schedules, promotions, discounts and deals to sell products and services.
- Collaborated with third-party vendors and negotiated contracts.
- Instrumental in obtaining a trademark from the US Patent and Trademark Office for Party Digest, Inc.
- Supported finance teams on budgets and tax filings and legal incorporations.
- Represented brands at high-profile corporate events and conventions showcasing products and talent.

### *Direct Sales & Inside Sales:*

- Made a minimum of 100+ phone calls per day to past clients, prospects and maintained a daily log.
- Won two New Customer Relationships (NCRs) on a daily basis.
- Sold High-speed Internet, Cable and Phone Services face-to-face to customers.
- Developed Sales Strategies in daily blitzes with sales teams to increase door knocks and sales conversions.
- Developed Sales Strategies for “Intelligent Home” - a premier home management and security system.

### *Consultative Sales (In-House):*

- Mastered the “Steps to the Sale” in closing vacation ownership (timeshare) sales.
- Presented a professional and appealing persona to clients daily.
- Overcame objections and used a consistent pitch on each Tour to close deals.
- Conducted Property Tours of the Resort and conducted trial closes while on property.
- Asked for the business with handshakes throughout the two hour presentation.
- Conducted detailed Discovery processes to learn more about client needs.
- Created excitement and need for timeshare packages.
- Conducted a minimum of three follow-ups with the client post-sale during the 7 Day Retention.

## PROFESSIONAL EXPERIENCE

NBC UNIVERSAL COMCAST, Manassas, Virginia

2019 - Present

**Xfinity Sales Professional (XSP)**

**Xfinity Product Associate (XSA)**

- Promoted from Xfinity Sales Associate to Xfinity Sales Professional (XSP) within two months of employment after meeting consistent goals of selling twelve Triple Play sales each fiscal cycle for two consecutive months.
- Top Sales Representative from day one on the “TMT Money Team”.
- Graduated from Comcast University’s Direct Sales Certification Program with Top Honors.
- Surpassed the “Mendoza Line” on a Daily basis in the field with a minimum of 50 door knocks, 10 contacts and 2 new customer relationships (NCR) on a daily basis.
- Recognized for Best Practices by Northeast Division Senior Director of Sales.

- Achieved #1 in sales commissions "TMT Money Team" from day one.
- Surpassed Sales Goals with 150% Triples-only selling (Cable, Internet & Voice) on a daily and monthly basis.
- Leader on-turf sales with more than 70% of sales emanating from assigned turf only.
- Specialist in win-back turf and non-turf sales in Single Family Homes and Apartments.
- Top Video Add-on Sales Rep.
- Achieved #1 Cash Prize Winner in payouts for "March Madness" incentive selling in Beltway-Region Sales.
- Recognized by Beltway Region as "Triple Play Superstar" in Fiscal Quarters 1 & 2 of 2020.
- Positioned to Compete and Enter the 2021 ELITE Program for Northeast Division Direct Sales.
- Leadership Role in "Comcast Cares" National Charity Day by leading Prince William County campaign on behalf of the company in partnership with Joe Gibbs Youth for Tomorrow campaign.
- Positioned for growth and promotion within company toward Supervisory roles in direct sales.
- Recognized for Sales Training of new hires, motivating peers and colleagues toward daily positivity.
- Industry Specialist in direct sales pitches, sales scripts, case studies, on-turf learning, articles & presentations.

**Direct Sales Representative, COX COMMUNICATIONS, San Diego, CA / Las Vegas, NV** 2017 – 2018

- Supervised team of outside contractors for Blue Group Distribution in Las Vegas working as vendors for Cox.
- Held daily huddles and facilitated best practices discussions in a team setting.
- Conducted weekly field observation of sales representatives and provided feedback.
- Top Sales Representative in MDU sales; led "Lak Ness" team to be Number 1 in the region in new customer acquisition.
- Interviewed, hired and managed staff based on performance metrics.
- Collaborated with senior leadership to create sales goals, SPIFFS, inventive dreams contests and morale boosting outings.

**Sales Representative, WYNDHAM VACATION OWNERSHIP, New York City, New York** 2015 - 2016

- Sales Trainer at U.S. Timeshare companies; delivered daily live training for reps and new recruits.
- Developed the "Steps to the Sale" Script to be utilized verbatim by all timeshare sales representatives.
- RCI Specialist – Managed the RCI Desk and RCI Takeover Specialist (TO) on Tables.
- Delivered 30 Minute Group Presentations to Guests daily.
- Developed the Mindset of a Peak Performer on a Daily Basis with a high VPG (\$2,300).
- Mastered the "Steps to the Sale" in closing vacation ownership (timeshare) sales.
- Presented a Professional and appealing persona to clients daily.
- Overcame objections and used a consistent pitch on each Tour to close deals.
- Participated in Daily Training, Role Play, and Morale Building Exercises.
- Conducted Property Tours of the Resorts and conducted "trial closes" while on property.
- Asked for the business with handshakes throughout the 90 minute hour presentations.
- Conducted a detailed Discovery process to learn more about client needs.
- Created excitement and need for timeshare packages.
- Conduct a minimum of three follow-ups with the client post-sale during the 7 Day Retention.

**Direct Sales Representative, TIME WARNER CABLE, Astoria, Queens, New York** 2012 - 2014

- Spearheaded "Intelligent Home" newly created unit to sell home security as part of reorganization.
- Led a team of DSR representatives selling home security in Queens, NY.
- Collaborated in weekly management meetings with DSR supervisors; provided input on best practices for selling home security as part of "Quad Play".
- Evaluated and monitored best practices of representatives in realm of home security.
- Led a unit of six sales representatives focused solely on home security and Quad Plays.
- Achieved highest PSUS/RGUS in Quad Sales in Queens, NY.

- President / Director of Sales**, PARTYDIGEST.COM, Washington, D.C. 1997 - 2011
- Founded the company from an idea and grew it from one city to 22 cities in its heyday, growing the content business from \$40,000 in the first year to \$500,000. Reported to a Board of Directors.
  - Managed twelve full-time and part-time editorial and marketing consultants responsible for gathering editorial materials (content feeds) in over 15 different categories in the entertainment arena.
  - Oversaw all legal, administrative, and accounting matters for the business.
  - Collaborated closely with web designers & graphic interface staff on keeping the website updated at all times.
  - Worked with design teams to develop e-mail newsletters and supervised regular e-mail delivery systems, using third party platforms, such as ConstantContact and iContact.
- Managing Editor**, ASSOCIATION TRENDS NEWSWEEKLY, Bethesda, Maryland 1991 - 1996
- Supervised editorial staff (2) and wrote the lead, newsy articles each week.
  - Designed the tabloid using QuarkXpress weekly.
  - Attended local and national conventions and interacted with top-level CEOs of trade and professional associations.

### E D U C A T I O N

- M.S.J.**, Medill School of Journalism, NORTHWESTERN UNIVERSITY, Chicago, Illinois 1990
- M.A.**, Hansraj College, UNIVERSITY OF DELHI, New Delhi, India 1989
- B.A.**, Hansraj College, UNIVERSITY OF DELHI, New Delhi, India 1987

### H O N O R S & A W A R D S

*Rotary Foundation Scholar, Rotary Foundation, Chicago, IL (1990)*

*Top Sales Representative, Intelligent Home - Time Warner Cable, Astoria, NY (2015)*

*Author & Speaker, "Turn Your Life Around in 30 Days", USA, India (2018)*

*Nomination, Tallberg/Eliasson Global Leadership Prize, Sweden (2019)*

*Panel Member, Northwestern University Alumni Council for Undergraduate Admissions, Washington, D.C. (2020)*