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**Seeking middle level managerial /Senior Sales position with an organization of repute**

**PROFESSIONAL SYNOPSIS**

* A dynamic professional with more than 10 yearsof rich experience in Corporate Sales & Marketing.
* Rich with relevant Sales Experience for exploring/ developing new markets, accelerating growth & achieving desired sales goals.
* Excellent in mapping business requirements and translating these requirements, services.
* Astute negotiator with abilities in evaluating end-user requirements and custom designing solutions.
* An effective communicator with excellent analytical, process oriented & relationship management skills with the ability to relate to people at any level of business & management.
* Deft at maintaining cordial relationship with customers, ensuring quality and service norms to achieve customer satisfaction and business retention.
* Proficient at analyzing market trends to provide critical inputs & formulating selling & marketing strategies.
* Strategic planning, business development, sales and marketing, channel management.
* Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of targets.
* An excellent faculty & communicator with good analyzing and problem solving skills.

**CORE COMPETENCIES**

**Business Development**

* Exploring business potential, opportunities & clientele to secure profitable business volumes.
* Designing & implementing marketing plans for augmenting the business volume by enhancing brand visibility.

**Channel Management**

* Developing policy and methodology to build up channel network.
* Evaluating performance & monitoring channel sales activities.
* Monitoring channel sales activities; implementing effective strategies to maximize sales.

**Client Servicing**

* Maintaining excellent professional relations with clients to generate avenues for additional business.
* Handling customer centric operations & ensuring customer satisfaction by regular analysis and up gradation of delivery.

**Team Management**

* Channelizing the team by monitoring sales activities and providing necessary training to the team players, in order to ensure optimum productivity
* Ensuring the target is met before the deadline.

**ORGANISATIONAL EXPERIENCE**

**Abu Dhabi Commercial Bank (Dubai, UAE) Oct’13 – Jan’14**

**Senior Sales Officer**

**Responsible for Products**:

**Assets: Credit Card, Home Loan, Car Loan Personal Loan.**

**Liabilities: Saving & Current Accounts.**

**Key Deliverables**

* **Identify corporate customers for high value base.**
* Acquire new relationships with other verticals to ensure steady and consistent sales growth.
* Grow the number of new relationships via conversion of customer referrals, marketing leads and self-generated leads for the Organization.
* Maintaining relationship with other verticals, thereby providing business opportunities to increase the sales revenue.
* Handling high value customer base and ensuring that the targets are met before the deadline.
* Actively pursue growth opportunities, by developing new clients and maintaining good relationship with existing clients
* Deliver agreed revenue and share objectives on a monthly, quarterly and annual basis; achieve monthly KPI’s
* To respond to incoming queries and ensures the resolution of service delivery issues from the domicile
* Create, Maintain and Update customer demographics in the Customer Database
* Constant communication with new customers, customer support and ensure that the flow of work is channelized actively to exceed customer expectations
* Ensure all customer visits, opportunities and any other customer information are updated with the requirements and expectations.

**PREVIOUS WORK EXPERIENCE**

**Kotak Mahindra Bank (Mumbai, India) Apr’10– Nov’12**

**Senior Manager – Sales (High Value Acquisition)**

**Responsible for Products**:

**Assets: Credit Card, Home Loan, Car Loan Personal Loan, Mortgage Loan & Business Loan**

**Liabilities: Saving & Current Accounts, Fixed Deposits.**

**Investments: Life Insurance & Mutual Funds**

**Key Deliverables**

* Handling a team of Deputy Managers, Assistant Managers and Team Leader’s for all the products as highlighted above.
* Handling high value customer base and ensuring that the targets are met before the deadline.
* **Identify corporate customers for high value base.**
* Actively pursue growth opportunities, by developing new clients and maintaining good relationship with existing clients
* Deliver agreed revenue and share objectives on a monthly, quarterly and annual basis; achieve monthly KPI’s
* To respond to incoming queries and ensures the resolution of service delivery issues from the domicile
* Drive new business growth across all facets of the business in line through the team, keeping the sales targets/budgets into consideration.
* Continuously promote sales activities personally, by developing and concentrating on new key accounts and developing business

with existing accounts

* Ensure accurate compilation and reporting of operational and financial information about the customers
* Achieve a balanced portfolio of business that maximizes operational efficiency and reduces risk all in accordance to the allocation of

the targets.

* Report business development, customer- and market-related information in an accurate and timely manner
* Participate in Sales Meetings & Maintenance of sales report with sales plans.
* Conduct customer presentations and details sales reports.
* Constant communication with new customers, customer support and ensure that the team is channelized actively to exceed customer expectations
* Ensure all customer visits, opportunities and any other customer information are updated with the requirements and expectations.
* **Formulate successful market strategy & plan for achieving targets.**
* To prepare business plan and formulate sales strategies to achieve sales results and develop new business opportunities.

**HDFC Bank (Mumbai, India) Nov’06 – Mar’10**

**Sales Manager**

**The Growth Path:**

Assistant Manager Nov’06 – Jan’08

Deputy Manager Feb’08 – Apr’09

**Key Deliverables**

* Handle a team of Customer Sales Executives & Team Leads across 5 branches in Mumbai for Current Accounts and Sales Accounts
* Ensure that the monthly sales target is achieved from the given set of manpower in terms of values.
* To engage with the sales channel on an ongoing basis to ensure that right profile customer is targeted and business sourced from them. Responsible for hiring, training, productivity and retention of channel sales force.
* Enable cross selling of other investment portfolios
* Create, Maintain and Update customer demographics in the Customer Database
* Create and Maintain Sales reports to monitor the progress of the team in achieving the KPIs
* Grouping of Advisors based on their revenue generation for provision of various enticing schemes
* Ensure effective system of reporting to the respective verticals within the branch and regionally.

**Invest One, (Citibank Affiliate) (Mumbai, India) May ‘03 – Feb ’04**

**Executive – Sales**

**Highlights**

* To sell ready credit to the customers by sourcing through the existing database and also by making cold calls in order to meet the desired target.
* Build and strengthen relationships with key accounts thereby ensuring high customer satisfaction and retention by providing them with the complete product knowledge.
* Blend of Sales & Service with the major focus on former.
* Being an integral part of the promotional campaigns & events to promote and educate the customer about the product.
* Utilize the public information and personal network to develop marketing intelligence for generating leads for corporate database.

**Digit Magazine, Mumbai (Internship Program) Dec ‘04 – Feb‘05**

* Create, Group, Classify and Maintain customer database based on demographics
* To identify the market potential of Digit Magazine through rigorous market survey & study about the market trends with respect to different educational institutions.
* Organize & arrange meeting with the customers
* Educate the customer on the services offered by the Digit Magazine in the SME segment
* Adhere to the assigned budgets by generating revenue through the sales
* Co-ordinate with the Marketing Manager on promotional activities
* Report to the Marketing Manager on a weekly basis
* Prepare and Maintain Daily sales report in adherence to the Weekly planning
* Research on the Consumer behavior with the help of various techniques

**ACADEMICS**

* MBA specializing in Marketing (2006) from RAI University, India.
* B.Com. (2003) from Vivek College of Commerce, Mumbai.

**IT SKILLS**

* Well versed with Windows, MS-Office (Word / Excel / Power Point), MS Outlook and Internet Application.

**OTHER ACTIVITIES**

* Awarded 2nd position for achieving excellence in MARCS Contest (Oct’10) at Kotak Mahindra Bank.
* Awarded as the best “Sales Manager” of the year at HDFC Bank, 2008
* Represent Kotak (Mumbai) as the team member of the corporate football team.
* Team won an award in the inter college football tournament (Played as one of the key players) 2001.

**PERSONAL DETAILS**

* Date of Birth : 03rd December 1980
* Marital Status : Married
* Nationality : Indian
* Hobbies : Football, Traveling and Creative Art
* Area of Interest : Writing Articles & Blogging, Social Welfare activities
* Languages : English, Hindi & Marathi