Harshad

Harshad.347391@2freemail.com

**To exhibit my skills in a challenging work environment and be a positive team player with a can do attitude thereby fulfilling my individual role and contributing to the organizations growth**

**CAREER PRECISE**

* A result oriented professional with over **11 years** of qualitative experience in Sales & Marketing, Business Development and Channel/Retail Management.
* Current assignment with **Tele Services Ltd as Zonal Manager**
* Experience in developing service standards, operational policies for business excellence and achieving customer satisfaction.
* Proficient in managing, motivating & leading teams for ensuring smooth operations.
* Exceptional skills in communication, presentation with demonstrated abilities in driving motivated teams towards achieving organizational goals.

**AREAS OF EXPOSURE**

### Sales and Marketing

* Executing strategies for market penetration for new products as well as increasing the market share of the existing products.
* Reviewing & interpreting the competition & market information to fine-tune strategies.
* Coordinating marketing activities, obtaining leads for new projects.

**Business Development**

* Identifying prospective clients, generating business from new accounts & developing them to achieve consistent profitability.
* Building and maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving delivery & quality norms.

**Client Servicing**

* Ensuring customer satisfaction by seeking constant feedback, thereby maintaining successful relationship with the customers.
* Interfacing with clients, maintaining relations with them for ensuring continued & repeated business in each campaign planned by the company and thereby augmenting business & profitability.
* Providing prompt & adequate services to the customers.

**Team Management**

* Incorporating bonded teamwork and managing a healthy environment.
* Recruiting, leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.

**CAREER PROFILE**

**April 2016-Present Tele Services Ltd Zonal Manager**

**Zonal Manager – Out Bound Sales (Central/North Zone)**

* Handling a team of 4 Channel Sales Managers, 5 Team Leader’s, 100 Tele caller’s including DST & Direct Sales Agent (DSA’s)
* Ensure DST/ DSA Productivity.
* Rolling out Trade schemes, Incentives & special promotions.
* Process DST Salary & Incentive Payouts.
* Expanding the DST/ DSA network in assigned territory and achieving product wise sales targets.
* Manage corporate accounts and interacting with clients at various levels.
* Devising and organizing Product presentations, Seminars and Training programs.
* Managing and coordinating visibility drive for business promotion, market presence, market share and building up brand image
* High value customer visits and support in closing SME/ Bulk deals.

Day to Day monitoring of activities of DST’s, Marketing associates and

DSA’s ensuring each region are keeping up with the assigned targets & norms.

* Identifying and recommend potential areas for new roll out of DSA’s and Distributor/ retailer appointments.
* Maintain good C-SAT, Quality analysis, churn management.
* Collections-FST Collections as a % of total bill generated.
* To recruit, train, develop, guide and motivate team members and set performance standards, communicating and providing clarity on objectives and specific plans.
* Competition information & activity tracking.

**Dec 2010-Mar 2016 Tele Services Ltd-Channel Sales Manager**

* Headed the setting up of DSA/DIRECT SALES TEAM right from recruitment to implementation.
* In charge of all sales requests for postpaid connections of Calicut Zone
* Managing a team of 30 members including 3 Team Leaders for acquisition of the products. Keen tracking of their daily activities from daily sales calls to closing of calls.
* Marketing activities being rolled out at prominent places on a daily basis.
* Responsible for after sales service provisioning and collections
* Training imparted to the sales FOS on TRAI regulations on acquiring sales and

Documentation

* Channel Management with respect to ROI Viability

**Qualified for the following events:**

* + Qualified for the Bangkok Contest (Q4-2014)
	+ Qualified for the Singapore Contest (Q2-2015)
	+ Qualified for REAP incentive with 300% Achievement for 6 months in last FY

**Nov’07 to Dec’10 Reliance Communication Channel Sales Manager**

* Management of 6 Reliance Mobile Stores-Retail Division operated by franchisees
* Management of both post paid & prepaid business which includes primary billing of handsets, recharge coupons, customer service, billing & retention follow ups.
* High Value Customer visits & Churn Retention in the Geography for the premium category
* Recognised as the Circle No.1 Retail Manager for the month of March, July 2008,Sept,Nov 09
* Recognised as the best Retail Manager of Calicut cluster for the last two year continuously
* Implementing of Modern Retailing principles in the stores

**Aug’06 to Sept’ 07 Sealand Foodstuff Trading.Co.L.L.C. Marketing Manager**

* Responsible for Procuring/Marketing of Seafood Products & thereby generating Sales across the U.A.E.
* Direct Handling of the Elite category Chain of Hotels & Supermarkets
* Administration works related to import of goods
* Analyze markets for business trends and market insights
* Achievement of 2 million Business turnover within a period of one year
* Implementing marketing plan for augmenting the business volume by
enhancing product visibility & recall
* Open new outlets/retail chains and also ensure the availability of all the products
* Build & deliver strategies to increase Turnover
* Timely & proactive market intelligence feedback to Management.
* Exploring new potential rural markets.
* To ensure the optimum services in the market.
* Responsible for width & depth of distribution

**May’04 to March’06 Reliance Life (AMP Sanmar) Sales Manager**

**Campus Recruitment**

* Administering the overall sales & marketing activities of the sales team.
* Actively involved in the recruitment process of the sales personnel’s.
* Orchestrating various training activities for the advisors.
* Accountable for achieving the targets with in the allotted time frame.
* Monitoring various promotional activities for increasing recruitment.
* Distinction of unit being recognised as the best Unit in terms of premium Collection and policies.
* Recognised as the best manager for the Year 2005.
* **Qualified for the following events :**
	+ The Steve Meet in Cochin.
	+ The Dubai Extension in November for the best premium collection

**ACADEMIC CREDENTIALS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Qualification** | **School/College** | **Specialization** | **Date of Passing** | **% Marks** |
| Masters Program in Business Administration (MBA) | P.S.G College of Technology (Anna University) | Marketing&Finance | May-2004 | 7.20(CGPA)/69% |
| B.Com | Farook College, kozhikode. (Calicut university) | Commerce | April 2001 | 65% |

**PROJECTS**

* A Study on PRIVATE BANKING with regard to ICICI Bank Ltd in Kozhikode

The project done is an “An exploration of the market for the potential customers for **HIGH NETWORTH INDIVIDUAL PROGRAM (HNI)**, with regard to **ICICI Bank Ltd** in Kozhikode.

* Study also included the customer satisfaction of the ICICI customers
* A study on Dealers Perception with regard to **GODREJ & BOYCE LTD** in Cochin

The project was a research on the dealer's perception of various refrigerators in the market

**ITS SKILLS: C, C++, MS DOS, WINDOWS & MS OFFICE.**

**PERSONAL PROFILE**

D.O.B: - 28th Dec. 1979

Marital Status : Married

Nationality: - Indian

Languages known: - English, Malayalam, Hindi, Tamil.

Hobbies: Basketball & Music

Driving License: India & UAE.