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|  | Aseem **Senior Sales & Operations Professional** with skills in closing high value deals & tracking market/ competitor trends to understand the fast changing customers’ expectations |
| aseem.378860@2freemail.com C/o- +971505891826 |
| Key Skills

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| Sales & Sales Management |
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| Business Development |
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| Operations Management |
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| Marketing Management |
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| Customer Relationship Mgmt |
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| Training & Development |
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| Team Building & Leadership |
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 | knowledge24x24iconsProfile Summary |
| * Competent and result oriented professional with 16+years of qualitative and comprehensive experience in **Sales**, **Marketing, Digital Marketing, Training, Recruitment** and **Customer Support Functions**.
* A **strategist & an implementer** with competency in marketing plan execution and implementation of business strategies for revenue generation & target accomplishment
* Possess exceptional understanding of organisational behaviour & effective interpersonal & relationship management skills.
* Proficient in successfully ramping sales assignments; while working in close coordination with clients and ensuring effective service deliverables.
* Skilled in **leading & monitoring teams (team size varying from 10 to 80)** that fosters development & motivates high performance
* An expert in **conducting meetings** to evaluate training needs and design / streamline processes for smooth functioning of sales operations
* Proficient in brand building, dealing with **major government, corporate accounts** and **HNI clients** with skills in building brand focus in conjunction with operational requirements; utilizing market feedback & personal network for brand visibility and capture optimum market shares
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|  | edu24x24iconsEducation * [Accelerated Sales Force Performance](https://www.google.co.in/search?client=firefox-b&q=Accelerated+Sales+Force+Performance&spell=1&sa=X&ved=0ahUKEwjB-Oi4tKXSAhUFOY8KHQjOB7EQBQgYKAA) from **Indian School of Business, Hyderabad**: 2014
* 2001: PGDBM from IIPM, New Delhi
* 1999: B.Sc. from Maharishi Dayanand University, Haryana
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| career24x24iconsCareer Timeline |
| Work Experience | **Dec’17-Presently Working with DAMAC Properties., Dubai as Manager - Sales****Role:*** Leading a team of SRM & RMs for achievement of Sales target
* Responsible for Sales of luxury residential projects across UAE
* Maintaining relationship with channel partners and driving business through them
* Build & manage sales teams to deliver high performance by segment penetration & pre-sales study
* Keeping a close track of digital leads and closing the deals through team
* Monitoring, coaching and motivating the team to achieve the desired results
* Design, implement and facilitate quarterly, bi-annual and annual marketing and sales plan for the organization
* Review operational records and reports to project sales and improve profitability and staff performance.
* Liaison with different departments for overall smooth functioning
* Driving after Sales services through the team for C-Sat

**May 17 – July 2017 Shree Balaji Group Gujarat as AVP – Sales****Role:** * Heading overall Sales & Marketing for 7 luxury & ultra luxury projects in Ahmedabad & Mehsana.
* Heading a team of 28 Managers, AGMs and GMs.
* Working closely with the channel partners & brokers to promote business
* Building & maintaining relationships with HNI & influential clients to generate business through references
* Developing techniques to reach sales target basis changes within the media & marketplace
* Designing effective monthly/quarterly & annual sales & marketing plans for target achievement
* Analyzing & developing MIS, monthly reports, sales statistics & other documents for decision making and insight of current business performance

**Sept’10 – May’17 with Ashiana Housing Ltd., New Delhi as Assistant General Manager - Sales****Role:*** Providing solutions for problems of sales team
* Working closely with Marketing, Architecture, Customer Service & Engineering Departments
* Piloting measures and enhanced sales & product knowledge on senior living sales and closing techniques
* Developing techniques to reach sales target basis changes within the media marketplace
* Evaluating business potential, conceptualizing & forecasting monthly/annual sales targets and achieving targets
* Liaison with cross-functional staff for managing advertisement campaigns
* Identifying property listed & promoting through advertising online & newspaper advertising

**Jan’08-Aug’10 with Sky Financial Services, Bhiwani as Sales Manager****Role:*** Spearheaded a team of 28 Sales Executives & 5 Analysts
* Responsible for Sales of Financial products (Insurance, Mutual funds etc)
* Evaluated the training needs, designed modules and organized trainings for meeting operational needs
* Provided all information to the customers and coordinated with various departments for smooth running of operations.

**Oct’05-Dec’07 with AOL LLC, Bangalore as Team Manager****Role:*** Driving performance to achieve Operational Excellence through TLs & SMEs by inculcating the right behavior & learning.
* Responsible for a team of 61 consultants 3 Coaches (Team Leaders) & 5 Asst. Coaches (SME).
* Interact with other functional units like HR, payroll, finance etc. to facilitate smooth discharge of duties by the FLAs (Front Line Associates).
* Drive performance to achieve goals based on Client specified SLAs.
* Relaying customer feedback and recommend enhancements to the management.

**Nov’02-Oct’05 with ICICI Onesource, Bangalore as Process Leader****Role:*** Preparation of daily and weekly management information and performance statistics so the team’s performance is tracked on a regular basis.
* Handling escalated calls or scenarios where customers demand elaborate explanations of Legal terms.
* Monitoring live and recorded calls and giving feedbacks so as to improve the call quality.
* Responsible for developing the skills of the new consultants in maintaining the perfect call flow standards and to provide effective feedback to improve the skills in providing effective customer service.
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| Projects & Trainings IT SKILLSPersonal Details | * 7 Days Leadership Program from IBS, Hyderabad
* Headed COPC certification program for AOL
* Part of Green Belt Project with AOL on finding relationship between AHT and other metrics like CSAT & tenure
* Headed Yellow Belt Project for the process on reducing the AHT
* Assisted an In-house 3 days Program on ‘Train to Retain’
* Advanced Training for Team Leader
* People Skills Training
* Leadership Skills Training
* Train to Retain Program
* I - One Star Training
* LTAW (Leading The AOL Way)
* Microsoft Office and Internet Applications

**Date of Birth:** 10th July 1978**Languages Known:** English, Hindi |