

Yogesh B Deshmukh

Email:- yogiraj.yk@gmail.com

Contact No. +91 99303 14948

Job Objective

Want to entail myself in a challenging environment offering scope for Growth & Development and an opportunity to apply my learning to effectively contribute towards the achievement of the organizational objective.

Professional Synopsis

- ✓ Commerce Graduate with over 13 years of Insightful experience Group Business, Corporate Sales, Bancassurance & Channel Sales.
- ✓ Proven skills in managing **Team Dynamics** to work in sync with the corporate objectives and motivating them for achieving business and individuals goal.
- ✓ Conceptualizing and implementing services plan and policies for the organization, organizing promotional campaign and ensuring accomplishment of business goals.
- ✓ Effective communicator with excellent **Corporate Presentation** and **Strong Analytical, Problem Solving & Organizational Abilities**
- ✓ Presently pursuing part time **Masters Degree in Marketing Management** from Welingkar's Institute of Management.

Organizational Exposure

September 2013 till date

Birla Sun Life Insurance Company Ltd

Designation: Business Development Manager (Manager) - Group Business

Key Role & Responsibilities: This role is responsible for ensuring the desired business objective across the territory assigned for the Group Insurance Benefits comprising of **Credit Life, GTL, Affinity & Voluntary Insurance Solutions**

In addition the current role is responsible for supporting the tie-ups done by the group verticals by co-ordinating with the internal stakeholders and the external agencies with a view to achieving desired sales throughout.

- Identify the group business opportunities in assigned territory
- Drive sales through relationship management
- Ensuring effective engagement with the partners concerned
- Building a credible pipeline of prospective clients
- Identify with customer and channel needs, devise fit and manage the presale and post sale activity
- Identify opportunities with the sales team for the various partners for up selling, cross selling
- Understanding client needs, developing customized client proposal, deliver client presentation
- New Account Acquisition and manager larger, critical accounts
- Providing competitive proposal and pricing while negotiating with Internal Stakeholders
- Monitoring and analyzing the relevant deal flow reporting structure
- Supporting the tie-ups done by the Group verticals
- Ensuring 100% retention of existing clients
- Revisit existing client portfolios periodically and build a strong rapport to ensure smooth operation
- Acting as a spoc between internal stakeholders and customers
- Implementation of group benefits comprising Credit Life, Affinity and Voluntary Insurance Solutions
- Identify geography and vertical wise areas for improvements
- Develop and maintain trusted business relationships with the alliance
- Ensure adherence to timelines and defined processes for lead monitoring
- Ensuring the desired business objectives across the territory assigned
- Providing on field support to the internal stakeholders/ External Agencies
- Provide assistance to in inquiry resolution to sales team

- Build and maintain strong bonding with internal group sales team and vertical heads and head business development on regular basis
- Subsequently building a rapport with existing clientele and prospective customers, key members of partnerships with the motive to drive sales and identify further business opportunities
- Promoting and selling Non Employer-employee benefits products
- Identify the business opportunities for Credit life & Affinity in assigned territory
- New Account Acquisition and manager larger, critical accounts
- Drive sales through relationship management, providing on field support to the internal stakeholders/ External Agencies
- Provide assistance to in inquiry resolution to sales team
- Provide support and assistance to address queries raised by customers
- Building a credible pipeline of prospective clients, understanding client needs, developing customized client proposal, deliver client presentation
- Providing competitive proposal and pricing while negotiating with Internal Stakeholders
- Being a key role player and mediator between sales force and customer for smooth client on-boarding.
- Track competition movements, wins/losses to ensure higher market share
- Ensuring 100% retention of existing clients
- Revisit existing client portfolios periodically and build a strong rapport to ensure smooth operation.
- Develop and maintain relationship with prospects, clients to maximize the business

May 2007 to September 2013

ICICI Prudential Life Insurance Co. Ltd

April 2010 - September 2013

Designation: Sr. Financial Service Manager (Non-Sourcing)

Channel wise exposure

April 2010 – September 2013: India Infoline Limited, Religare Insurance Broking Ltd, Robin hood Ins, KM Dastur, VIG Ins, SMC, Unicorn, NJ India Invest, Fullerton Securities & Wealth Ltd. (B&A)

Key Achievements

*Qualified for Trip to Thailand Contest in top 25 achievers across Pan India.
Awarded with Best FSM-non sourcing award in YUVA annual concert held at Mumbai.*

Key Role & Responsibilities:

- Experience of Team Handling of 8-10 Team Members.
- Visiting respective partner branches allotted to me.
- Motivating Team members and Partner RM's to achieve monthly targets.
- Identifying opportunities through Existing Customer database.
- For further follow-ups going on joint calls.
- Identify poor performing team members and arrange for L & D programmes to improve their skills
- Providing regular training to team members & Partner RM's and updating their Selling skills and Processes
- Upgrading and monitoring performance of Employees and making them more competent to understand customer needs and providing customized solutions.
- Taking care of Recruitment process for Partners.
- Launching Rewards and Recognitions for Partners as per allotted budgets.
- Review and analyse target V/s Achievements

July 2008-March 2010

Designation: Financial Service Manager

Channel wise exposure

April 2009-March 2010 Worksite (B&A)

July 2008-March 2009 Reliance Retail Insurance Broking Ltd (B&A)

Key Role & Responsibilities:

- Day to day visits to channel partner branches and meeting with branch personnel from Branch manager to Relationship managers, setting monthly & quarterly targets keeping in mind branch wise CAFOS productivity.
- Organizing product Training sessions for newer product launch with help of Training Dept.
- Launching local contests for channel partners to promote new product and boost monthly sales.
- Launching contests for Achievers with help of RnR Dept and recognizing achievers with rewards and recognition.
- Giving full assistance for conversion of life insurance prospects to customer by providing full financial assistance based on need based analysis.
- Review and analyse target V/s Achievements.

May 07 to June 08

Designation: Financial Service Consultant.

I was responsible for Life Insurance Business Generation & development from channel partner M/s. ICICI Securities and Brokerage Ltd, now known as ICICI Securities Ltd, was responsible for business development of entire harbour region of Mumbai achieved goal sheet target with 188% achievement and promoted as Financial Service Manager in June 2008.

Key Achievement:

- ✓ Qualified for CEO (Ms. Shikha Sharma) meet in top 3 qualifiers from entire Maharashtra region.
- ✓ Qualified for Head of Sales Night held at Hotel Sahara Star Mumbai.
- ✓ Qualified for Mid Year Challenge contest Held at Hyderabad.
- ✓ Win Trip to Thailand in top 3 achievers from entire Mumbai.
- ✓ Promoted as Senior Financial Service Manager with Gold Confirmation.

Key Role & Responsibilities: Business Development Hard Core Sales & Marketing

- Day to day visits to channel partner branches and meeting with branch personnel from Branch manager to Relationship managers, setting monthly & quarterly targets keeping in mind per branch wise per CAFOS productivity.
- Giving full assistance for conversion of life insurance prospects to customer by providing full financial assistance based on need based analysis.
- Organizing product Training sessions for newer product launch with help of Training Dept.
- Launching local contests for channel partners to promote new product and boost monthly sales.
- Launching contests for Achievers with help of RnR Dept and recognizing achievers with rewards and recognition

August 2003 to May 2007

Anand Arc Electrodes Limited

Designation: Marketing Assistant

Worked as Marketing Assistant with M/s. Anand Arc Electrodes Ltd., Bhandup (W), Mumbai-400 078 (An ISO 9002 Co. manufacturing wide range of Welding Consumables & Stainless Steel wires)

I was responsible for marketing, sales, distribution of welding electrodes and a stainless steel wire product as well as I was providing full technical assistance to the customers and dealers.

Key Role & Responsibilities: Business Development Hard Core Sales & Marketing

- Development and Regular visits to Existing & New Customers & Dealers to increase the company sales turnover.
- Providing Suitable products to the customers as per Technical specification, Application & Process.
- Providing most competitive quote to the customer taking in consideration their regular consumption capacity & available competitive products.
- Approve & Renewal of company products from various approval agencies & Projects, Filling up new tenders.
- Providing full fledged technical assistance and after sales services to customers and dealers.
- Maintaining month on month Delivery schedule to ensure timely supply.
- Coordinating and follow up with Production Department to ensure timely delivery to the customers and dealers.
- Giving regular feedback to technical team and higher management about market developments, customer preference, Competitors.
- Follow up for repeat orders and payments and Security Deposits.
- Active participation in various Events and Exhibitions held across the industry.

April 2003 to July 2003

Innovate Source Solutions Ltd.

Designation: Marketing Assistant

Worked as **Marketing Executive** with M/s. Innovate Source Solutions, Mulund (W), Mumbai. (A Franchise Co. dealing in Standard Chartered Credit Cards & GSM Cell phone Packages).

Personal Information

Name : Yogesh B. Deshmukh
Date of Birth : 19th April 1982
Sex : Male
Nationality : Indian
Marital Status : Married
Languages Known : English, Hindi, Marathi, Gujrathi

Profile

- ✓ Self-Confident
- ✓ Capable to adjust in different working environment.
- ✓ Never say die attitude
- ✓ Honest

Educational Qualification

- ✓ Presently pursuing part time 3 years Masters Degree in Marketing Management (MMM) from Welingkar Institute of Management – Mumbai.
- ✓ Commerce Graduate from Mumbai University (March 2003-Regular Course) scored 57.14%
- ✓ H.S.C. from Mumbai University (Feb 2000-Regular Course) scored 50.00%
- ✓ S.S.C. from Mumbai university (March 1997-Regular Course) scored 56.93%

Technical Qualification

- ✓ I.T.I Welder (Gas & Electrical) from I.T.I. Thane-400 604. scored 76.93%
- ✓ N.C.T.V.T Welder (Gas & Electrical) from M/s. Mazagon Dockyard Ltd, Mumbai & scored 66.28%
- ✓ English Typewriting (30 W.P.M.) from M/s. Sahyadri Typewriting Institute, Thane & scored 64.00%
- ✓ Excellent operating skill of windows applications like, MS office, MS Excel, PowerPoint Etc.

Competencies

- ✓ Ambitious, Motivating, Leadership Qualities, Constantly pursuing higher standards of work.

References

- ✓ To be furnished as per requirement.

Declaration

I hereby declare that all the above furnished information is true to the best of my knowledge and belief. If given an opportunity to serve I assure that my performance would be whole hearted, dedicated and always to the best of my capacity and in the prestige of the Company.

Date:-

Place:-

(Yogesh B Deshmukh)