

SATHYANARAYANA B. R.

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BUSINESS DEVELOPMENT & RELATIONSHIP MANAGEMENT

Results-driven professional with a solid, verifiable career track of successfully propelling industry leaders through high-growth cycles. Known for delivering revenue and profit gains within highly competitive regional markets. Exceptional communicator with strong negotiations, problem resolution and market needs assessment aptitude. Equally effective at identifying opportunities, developing focus and providing tactical business solutions. Core strengths include:

- Strategic & Tactical Planning
- Financial Reporting & Recovery
- New Business Development
- Presentations & Proposals
- Team Building & Leadership
- Contract Negotiations
- Coordination & Liaisoning
- Policy /Procedure Formulation
- Public Relations & Speaking
- Channel Partner Appointments
- Key Account & Relationship Management

Professional Experience & Achievement

Goplan Enterprises -VP Sales March 2021

Reporting to MD.

Handling a team of 80 People.

Handling all activities of CRM segment.

Handling segments like Residential and Commercial segments.

Industrial Lands and office space for various companies.

We handle manufacturing companies and IT companies.

Providing the road map of the marketing.

Value for money for the customers.

Providing the better platform for investors.

Financial back up with the projects in all aspects.

Handling critical market even after Demonetization.

Sobha Developers - DGM Sales (Dec 2014-March 2021)

- Handling a Team of 60 people for sales of across projects.
- Ticket size from 1.5 cr to 10cr.
- Managing Channel partners and drive sales through them.
- Planning marketing strategies and setting targets for the team members.
- Weekly Reviews, monthly, quarterly,
- Motivating and assisting trainees and staff.
- Maintaining deal pipelines and client contact lists.
- Participating in client meetings and corporate events.
- Maintaining and developing relationships with existing customers via meetings, telephone calls and emails.
- Visiting potential customers for new business.
- Negotiating the terms of an agreement and closing sales.
- Gathering market and customer information and providing feedback on future buying trends.
- Representing your organization at trade exhibitions, events and demonstrations.
- Negotiating variations in price, delivery and specifications with your company's managers.
- Identify new markets and business opportunities.
- Reviewing own/team sales performance, aiming to meet or exceed targets.

PIXEL DIGITAL SYSTEMS JAN-2002-2014(Dubai)

- Handling projects of villas, apartments Row houses,
- Handling all activities of CRM segment.
- Team of 15 people across projects of Dubai, Sharjah and Abu Dhabi.

- Selling villas ,Apartments ,Row houses.
- Ensure sales teams are always charged up and celebrating new mile stones achieved
- Planning and organizing various promotional activities.
- Conduct training sessions for team members, branch banking and other departments, influencing agents etc
- Understands competitors activities and be pro-active and act fast in discussion with their supervisors.
- Analyze the performance productivity of each team member and take corrective steps.
- Motivate, provide training and support team members for achieving their individual KRAs'.
- Ensure the correct deliverance of required sales pitch for each product by the team members across the Region.
- Conduct weekly / monthly review meetings to analyze the performance, take corrective steps, and formulate new strategies.
- Ensure quick market penetration and sufficient market share in each segment to head for market leadership within two years..
- Ensure excellent coordination with branch banking staff to help push FES products thru branch / bank customers.
- Coordinate with other departments, Viz. Operations, treasury, etc for the smooth functioning and business growth.
- Resolution of customer complaints without affecting the relationship and business.
- Provide timely approvals and also facilitate approvals as per grid for the seamless flow of business.
- Review of performance of each location / Staff.

Rajesh developers Manager - 1997-2002

- Handling a Team of 15 Members .
- Handling all activites of CRM segment.
- Ticket size from 45 lakhs to 1 cr.
- Data Analysis and Target setting for the achievement of Collection Target.
- Customer interfacing formulation on the basis of MIS for the previous month.
- Monitoring & analyzing daily collection report of branch collection Executives and Planning action to be taken according with in a set time frame, Which is done in consultation with regional collection executives.
- Setting of weekly collection targets for each, special recovery executives, and branch recovery .
- Customer inter facing activities.

- Potential Loss Exposure : Loss Exposure due to Non Performing Assets.
- Collection Efficiency Extent of Dues Recovered.
- Timely Event tagging : Recovery Related events are tagged in the system on a timely basis.
- Efficient Service to the Related Departments.
- Quality of Customer Experience with the Recovery Team .
- Effective Utilization of the Manpower.
- Enhancing the Productivity of the Manpower by Providing the Training.

Education

Bachelors Degree in Commerce (B.Com)
Bangalore University

Well versed - Windows Operating Systems, MS Office Work Suite, Browsers and Mail Servers.

Personal Details

Male,40 years of age, married. Multilingual, astute and energetic professional with strong business acumen. Excellent communication and negotiation skills. Quick to understand market potential, understand requirements and map the requirements perfectly. Ability to mentor, coach and train large teams with relative ease.
