**Shakti Shekhar**

E Mail: shakti.shekhar@yahoo.com Contact: +91 8826015933

**Assignments in Business Development/ Sales & Marketing/ Relationship Management with an organisation of repute in the Banking & Financial Services Sector.**

**Synopsis**

A competent professional with 7 **year** of experience in Business Development, Sales & Marketing of financial products. Presently working with **HDFC LIFE INSURANCE COMPANY LTD**. Exposure in marketing a wide range of Financial **products** and achieving business targets. Proficient in managing sales, organising promotional campaigns, building relationship with HDFC BANK BRANCH MANAGERS & CLUSTER MANAGERS & achieving desired goals. Possess excellent communication, relationship management, team building skills with dexterity in mentoring and managing sales teams.

**Areas of Exposure**

Sales & Marketing

* Implementing competent business strategies to market a wide range of Insurance products and achieve pre-set sales and profit targets.
* Analysing latest marketing trends and tracking competitors’ activities and providing valuable inputs for fine tuning sales & marketing strategies.

Business Development

* Identifying prospective business, establishing strategic partnership and alliances, generating business from the existing accounts and achieving profitability and increased sales growth.
* Exploring potential business avenues to penetrate new accounts and expand existing clientele.

Client Servicing

* Identifying prospective clients, generating business from the existing clientele, thereby achieving business targets.
* Mapping client’s requirements and providing them expert advisory services pertaining to selection of right products.

**Organisational Experience**

**Dec. ‘07 – March ‘12 with Max New York Life Insurance Co. Ltd.**

**Joined as *R.A in Yes Bank Relation ship***

**Got promoted as a ASSOCIATES SALES MANAGER (A.S.M.) in July 2010 in Yes bank Relationship**

**Then move to AXIS BANK RELATIONSHIP in August 2011 with promotion as a DEPUTY CLUSTER MANAGER (DCM) & Handling a team of 6 R.A & A.S.M & Taking Care of Entire Corporate Salary Group (C.S.G) of Axis Bank.**

* Aligned to Yes Bank Ltd, Gurgaon bancasurance channel.
* Responsible for all sales related activities of Insurance Product as guiding customers regarding investments and financial requirements as per their needs.
* Responsible for all the Insurance business coming in from Gurgaon sector-14 ,Sikanderpur Kapashera , Khandsa and Dundahera branches.
* Rewarded High Flier for the month of March 2008.
* Rewarded Sales Achiever For the month of feb 2009.
* Rewarded Sales specialists for the month of march 2009.
* Rewarded Premium Expert , Asia Challenge Cup and Centurion For the year 2010
* Qualified for Bangkok contest for the month of March 2010
* Rewarded as a best Employee for Customer Centricity
* Source 46 Lacs CBP in JFM 2011 (Paid Business) which is Pan India No. 1 for the quarter.
* Again Rewarded as a centurion for the 2011
* Rewarded as Ace Achiever For the month March 2011.
* Got G2 & M2 Rating for the year 2011-2012

**Since March’12 – With HDFC LIFE INSURANCE COMPANY LTD**

# Join as CORPORATE AGENCY MANAGER (C.A.M)

**Then rose to the position of SENIOR CORPORATEAGENCY MANAGER (SR C.A.M) IN JULY 2012 by achieving MISSION UDDAN TARGET**

**Then got promoted as a Bancasurance Manager in july2013**

* Initially as a (C.A.M) taking care of 4 Branches & Handling a team

Banca Officers

* Then rose to the position of (SR C.A.M) & taking care of 7 Branches

& Handling a team of 3 Banca Officer & 4 Sub Division Officer (S.D.M)

Its Delhi 2nd largest cluster Delhi-6

* Presently taking care of Delhi-1 Cluster branches & handling a team of 2 (S.D.M’s)
* Qualified for “ Race Of Glory-Platinum” by achieving 200% of Binder for the Months 0f Feb-March 2013
* Qualified for “Regional SLG Sikander” for the month of September 2013
* Qualified for “ Regional SLG Breeze” for the Month of January 2014
* Qualified for “ Regional SLG Thunder” for the month of February 2014
* Qualified for “Zonal SLG Thunder” for the month of march 2014
* Qualified for “Regional SLG Thunder ” for the month of April 2014
* Qualified for “Zonal SLG Sikander” for the month of May2014
* Qualified for “Zonal ”Magnificent May” by achieving 340% of binder target for the month of may 2014
* Qualified for Regional“ SLG Beat The Heat” for the month of May 2014
* Qualified for “Zonal “SLG Ka Aagaz” for the month of June 2014
* Qualified for “Zonal Star Club” by achieving 140 % of July binder target 2014
* Qualified for “Zonal Star Club “ by achieving 114 % of August binder target 2014
* Qualified for “ Zonal Up-selling Ka Boss” for the month of August 2014
* Qualified for “ Regional Traditional & Health Products Contest “ for the month of November & December

**Education**

**B.Com**  University of Merrut 2006

**XII**  CBSE 2003

# X CBSE 2000

**Personal Details**

Date of Birth: 27th August 1984.

Father’s Name Chandra Shekhar

# SHAKTI SHEKHAR