**SMRUTI RANJAN MOHAPATRA**

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***Seeking challenging assignments in Strategic Marketing & Sale of Products & to obtain a suitable position in a people oriented organization where knowledge, experience & selling skills gained by me would promote the growth of the organization.***

**PROFILE SYNOPSIS**

* Aspiring Business development professional with the sound backing of Product Knowledge and seeking challenging assignments in Electrical/Mechanical/IT / Corporate Sales/Payment solutions.
* Presently associated with **INNOVITI PAYMENT SOLUTIONS PVT.LTD(TATA BACKED), Bangalore as Manager(SALES).(SMELENDING.COM)**
* **Interfacing with Project Management team to ensure that once sales is closed projects are driven to conclusion to ensure a satisfied customer.**

**Responsible for handling High ticket Doctors,Retails,Merchants for their e-commerce business and thus providing solutions for online payments/Portal. ,IT SALES,E-COMMERCE**

**Have been working on market segmentation and have got good reach and penetration into healthcare industry.**

**Payment Gateway domain in retail sales.**

Have managed numerous accounts of reputed doctors/Retail merchant/Corporates of Bangalore in , dental, dermatology and gynaecologists,furniture,Showrooms.

Expertise in Services and generating productive and potential Leads.(concept selling)

* Expertise in concept selling & marketing of high end products like **umbilical cord stem cell banking** with allied services like **New Born Screening** to potential customers.
* Deftness in devising and implementing sales strategies aimed at achieving monthly revenue targets.
* Proficient in interacting with key clients, identifying their preferences and resolving related queries.
* An impressive communicator with honed interpersonal, **team building, negotiation, presentation, convincing** and **analytical skills .**
* Ability to think out of the box, and contribute ideas towards achieving operational excellence.

**CORE COMPETENCIES**

**Sales & Marketing**

* Creating marketing networks for sale of concept of **stem cell banking** thereby negotiating and closing the order.
* Using sales data and providing meaning full information and **training** to sales team and also **Recruiting** them.
* Having Experience in IT sales,Portal Sales,E-Commerce,Payment gateway..

**Client Relationship**

* Physically interacting with all the end users to close the sale.
* Handling technical queries, quality complaints and providing related solutions.
* Maintaining relations with existing as well as prospective clients to generate more business.

**Business Development**

* Creating and implementing new business strategies with key aspects, i.e – Gyneacs & hospitals,Institutions.
* Enhancing business opportunities by developing existing and prospective customer base.
* Handling distributors & channel partners on operating policies and procedures to ensure functional effectiveness and **Corporate Tie ups (corporate Hospitals and Company ,Clinics), Strategic decisions,Branding the products.**

**ORGANISATIONAL EXPERIENCE**

**SINCE November 2014 to TILL date Working for INNOVITI PAYMENT SOLUTIONS PVT.LTD(TATA BACKED) as (MANAGER SALES BANGALORE)  *SMELENDING.COM***

***Responsible for acquiring new customers and sell additional products to existing customers.***

Have carried out cold calls, doing presentations to customers, carrying out product demos, explaining product benefits and sales closure post commercial negotiation.

Tracking activities and tasks through SALESFORCE(MEDDIC Methodology)

Payment gatway (EMI)sales to high and start ups

Have been working on market segmentation and have got good reach and penetration into healthcare industry.

Have managed numerous accounts of reputed doctors of Bangalore in Cardiovascular, Dental, dermatology and gynaecologists.

Have been responsible for interfacing with Relationship Management to ensure that feedback received from customers is provided to them to drive business.

Interfacing with Project Management team to ensure that once sales is closed projects are driven to conclusion to ensure a satisfied customer

Responsible for handling clients for their e-commerce business and thus providing solutions for online payments and payment gatway domain.

Preparing BRD for customer and project management team to understand the requirement.

**Since September 2013 to October 2014 Manager(Business Development) at EURECA SERVICES.**

* Maintaining all sales report and repartee.
* Meeting potential Corporate to generating the leads ,giving presentation
* Giving sales training to the sales executives ,Maintaining daily call reports(**HOSPITAL,HEALTH** **SECTORS,CORPORATES**)
* Coordinate with CRM & Operation team.
* Budget 10 lakhs monthly as team target.
* **Generating Annual maintenance deed for DOCTORS/HOSPITAL/CORPORATES/CLINICS**

**Since September 2010 to July 2013 with Cryobanks International India Pvt Ltd(RJ corp) as Relationship Manager.**

***Job Responsibilities:***

* Giving **technical presentation** to prospective customers (Expecting parents,Doctors,business people) about the concept & benefit of **umbilical cord stem cell banking**.
* Handling all the technical queries of the customers & convincing them to go for this once in a lifetime opportunity.
* Handling **Key doctors**, building rapport with them to ensure higher inflow of business through them.
* Business development from **key corporate hospitals** like **CmC**, **Columbia asia** Hebbal,**Baptist,** **Motherhood** through corporate tie ups & other periodic promotional activities in companies like NCC Urban,Nagarjuna society,Kidzee,Blue berry.
* **Competition Handling** – Promoting & expanding new business horizons for the company amidst all key players in the market.
* Conducting different promotional activities like **Anti Natal Classes, Corporate seminars/talk shows** periodicallyon stem cell banking to generate more business.
* Designing, planning and implementing different strategies to achieve the monthly sale targets.
* Identifying different **key channel partners/distributors** (Baby shops, online shops, maternity stores) for tie up to generate more business.
* Resolving customer query and complaints regarding sales and service issues.
* Preparing budgets for different promotional activities and coordinating with Head office for the approval.
* Organizing in hand practical training sessions for doctors/Nurses in key hospitals from time to time.

**ACHIEVEMENTS**

* **Performance achievement**: Month on month – Achived more than 200% target continuously for 15 months, since joining.
* **Volume of budget**: 20 lakhs monthly as individual continuously for more than 15 months on a row to the organization.
* Has been awarded as **Most Emerging Relationship Executive and Best Executive** for India for the financial year 11-12.
* Selected for **RAC (Regional Achievers Club)** of Cryobanks in November, 2011 in Hyderabad from south region.
* Among top 10 performers for the whole country. So representing Bangalore centre for **International Achievers club** in **SINGAPORE** in October, 2012.
* Achievers Club performer represented India at Sri lanka.
* One and only RE to crack competitor`s main base and made the base for own organization.

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**ACADEMIC CREDENTIALS**

* **B.E (Electrical and Electronics)** from VTU, M.S Ramaiah inst of technology, Bangalore in 2010 with aggregate 59.04**.**
* XII from Dhenkanal junior autonomous College, Orissa in 2004. Secured **74%** marks.
* X from SAIEC,Dhenkanal, Orissa, HSC Board in 2002. Secured **82.2%** marks.

**TRAINING AND PROJECTS**

* Training on Electrical Power Generetion,**NALCO**,Anugul,Orissa.
* Training on **SAP(ABAP) Modul-ECC-6,**in GEIS Bangalore.
* Participated in national level technical symposium on “**ROYAL ELECTRICAL ENGINEERING**”.

**BEYOND CURRICULUM**

* Participated and represented Orissa in **National** **level Jawahar Bal Bhavan science exhibition** in 2002.
* School Captain, Interact Club President, School Cricket Team Captain.
* Represented School in SAIEC Camp in the year 1998-1999.
* As an active member of SANKALP INDIA FOUNDATIONS helped with BLOOD DONATIONS .
* Member of Department Cultural Committee.
* Member of ROYAL ELECTRICAL ENGINEERS

**PERSONAL DOSSIER**

Date of Birth: 5th April 1987.

Languages Known: English, Hindi & Oriya,Bengali,Kannada.

Permanent Address: C/O–Narendra Kumar Mohapatra,At,-Kathagara,Anandnagar,Dhenkanal, Orissa,

759001

DATE:

PLACE: Bangalore **smruti ranjan mohapatra**