

Brief Synopsis

- MBA with specialization in Marketing & Operations Management. Overall, **5 years' experience in Sales & Marketing, Business Development and Client Relationship Management**. Lastly associated with Technology Sales Leads (TSL) as Team Lead.
- Fair understanding in increasing sales revenues, developing profitable and productive business relationships, coordinating with decision-makers, building an extensive client base, and market development.
- Experienced in coordinating with national/International client, Internal/external customers; implementing procedures and service standards for business excellence.
- Been proactive and focused as a student and professional. Possess excellent organizational, relationship management & analytical skills.

Professional Experience

Dec'2017 – Oct'2021 with Technology Sales Leads (TSL), Pune as Team Lead

Key Deliverables:

- **Team Management:** Managing team of 8-10 associates. Responsible for daily roster planning and productivity metrics measurement. Also look for day-to-day task assignments of the team and the projects. Ensuring team complies with the laid down processes, SOP, workflows and telephony metrics.
- **Sales:** Taking care of the sales with focus on achieving predefined sales targets and growth across India. Forecasting and planning monthly & quarterly sales targets and executing them in a given time frame. Managed over 60-70 calls per day with more than 40% conversion rate. Meeting the target allotted by Client (Business Partner) and handling campaigns like CISCO, Dell, Kaspersky, Polycom (Singapore), SAP, NComputing, HP.
- **Marketing:** Analyze latest market trend and track competitors' activities and providing valuable inputs for fine tune sales & marketing strategies.
- **Business Development:** Executing the long-term business directions of the region to ensure maximum profitability in line with organizational objectives. Managing escalations from customers and internal stakeholders and providing appropriate and effective resolution to their queries/complaints.
- **Operations:** Managing activities pertaining to negotiating / finalization of deals (techno commercial) for smooth execution of sales & order processing.
- **Relationship Management:** Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms. Giving presentations & demonstrations to customers on customer e-sales portal for online review of dispatch, accounts, LME trends, etc.

Tools:

- Zoho ERP
- Inhouse CRM

Notable Attainments:

- Awarded with 'Being above the line' in November, 2018
- Awarded with 'Top performer of month' in June, 2020
- Awarded with 'Most Valuable Associate' in July, 2021

Dec'2015 – Dec'2016 with Career Lift (traded as Namah Educational Institute Pvt. Ltd. Indore) as Relationship Manager & Business Development Executive

Key Deliverables:

- **Relationship Management:** Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms.
- **Business Development:** Executing the long-term business directions of the region to ensure maximum profitability in line with organizational objectives.
- **Sales:** Making 50-60 calls to new and existing customers and looking for their requirements. End to End Sales Cycle and conceptualizing of the demand generation, arranging meetings. Engage with various teams proactively to deliver consistent performance. Escalate customer problems both internally and externally, when required, according to defined escalation paths.

TECHNICAL SKILL

- MS Excel, word, Power Point
- AutoCAD, CNC Machining, UGS NX, ANSYS

NON-TECHNICAL SKILL

- Business Relationships
- Preparing Reports
- Process Implementations
- Sales Marketing Strategies
- Organizing resources
- Presentations
- Lead Closure

EDUCATIONAL QUALIFICATION

2015 MBA in Operations Management and Marketing from Shri Vaishnav Institute of Technology & Science (SVITS), Indore

2012 BE in Mechanical from Bhabha Engineering Research Institute, Bhopal

2008 Diploma in Mechanical from Samrat Ashok Technological Institute, Vidisha

2004 S.S.C from Scholar's Home Public School, Bhopal.

BEYOND CURRICULUM

- Attended IMA 23rd international management conclave in 2014
- Participated and presented research paper titled “Managing natural resources: A study on solar energy” in the national conference on management trends & issues for sustainable business development in 2014
- Attended IMA 24th international management conclave in 2015

PERSONAL DETAILS

Date of Birth	:	29 th September, 1988
Linguistic Abilities	:	English, Hindi
Marital Status	:	Married
Communication Address	:	Sai Vatika, Flat-711, Dhanori, Pune-411015

I hear by declaring that the above information is true to the best of my knowledge. If given a chance, I will try my best to come true to your aspiration and will prove myself in most trying situations.

Place : Pune

Date :

AKANKSHA BANSAL