

## Kriti Mishra

I solve problems and help people overcome obstacles.

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### SUMMARY

Confident BDM successful at increasing monthly revenue using insightful marketing strategies and aggressive product development. Skilled at understanding customer and employee requests and meeting needs. Further success by strengthening staff training, streamlining internal systems and facilitating sales techniques. Experienced business development professional looking for a leadership position with increasing responsibility and room to contribute to company success.

### EXPERIENCE

#### **Grace Relocations Pvt Ltd - Business Development Manager** Gurgaon, India 02/2023-

Current

- Researching the target industry to discover prospecting opportunities.
- Planning and executing cold outreach in the form of emails and calls to attract new leads.
- Reaching out to prospects through calls or emails to assess their needs.
- Relationship management with multiple decision-makers and stakeholders to add value.
- Negotiating and closing multiple sales deals to achieve high revenue.
- Prepared pricing strategies aligned with budget to meet needs of customers.
- Researched prospective clients to develop and execute cold call lists.
- Attended conferences and trade association meetings to represent company, build industry networks and promote new product lines.
- Produced detailed monthly and yearly financial reports for senior management.
- Research trends to gather data and implement innovative strategies.
- Developed business plans to establish revenue and growth.
- Produced quotes and proposals to provide value and benefits to prospective clients.
- Presided business meetings to define the vision and mission of the company.
- Prepared reports and presentations detailing business development activities and outlining new initiatives.

#### **Cars24 Financial Services Pvt Ltd - Senior Associate** Gurgaon, India 11/2021-12/2022

- Improved customer satisfaction by quickly and effectively addressing inquiries and complaints.
- Trained and supported new team members, maintaining a culture of collaboration.
- Achieved client satisfaction and loyalty by establishing collaborative relationships, facilitating needs assessment.
- Worked varied hours to meet seasonal and business needs.
- Created solutions for customers to satisfy specific needs, quality and budget.
- Managed customer relations through communication and helpful interactions.

**Paytm Insurance Broking Pvt Ltd - Senior Associate** Gurgaon, India 05/2019-09/2021

- Defined work plans in alignment with stakeholder requirements.
- Greeted customers and offered assistance for increased customer satisfaction.
- Worked with underwriters and bank spokesperson to resolve the customer's queries.
- Developed new strategies to educate and convince customers to continue with our products.
- Created solutions for customers to satisfy specific needs, queries and concerns.

**ICICI PRUDENTIAL LIFE INSURANCE - Financial Services Consultant** Gwalior, India  
08/2017-03/2019

- Built and deepened productive relationships with prospective and competitive customers to drive sustained growth.
- Responded to customer questions and concerns or escalated to the supervisor for resolution. Developed and maintained strong knowledge of multiple products and varying levels of benefits within each product.
- Networked to identify potential new clients and expand geographic territories.
- Drove sales by following up with leads and new customers through outbound calls.
- Boosted financial service sales by using cross-selling techniques.
- Identified customer financial service needs to prepare proposals and sell services.

**EDUCATION**

- 06/2015-06/2017 **Prestige Institute of Management Gwalior Master of Business Administration:** Finance, Marketing
- 07/2011-07/2014 **SMS Govt. Mode/ Science college Gwalior Bachelor of Computer Application:** Computer And Information Sciences
- 04/2010-04/2011 **Ram Krishna Vidya Mandir Gwalior Senior Secondary 12th:** Physics, Chemistry, Mathematics
- 04/2007-04/2008 **Carmel Convent Sr. Sec. School Gwalior Higher Secondary 10th:** Science, Technology, And Society.

**ACCOMPLISHMENTS**

- **MINOR PROJECT** - Customer Satisfaction towards Finance of Consumer Durables: A study of Bajaj Finserv, Bajaj Finserv Pvt. Ltd, Gwalior.
- **MAJOR PROJECT** - Perception of Investors towards Corporate Annual Report.

**SKILLS**

- Sales and market development
- Warm and cold calling
- Relationship development
- Strategic decision-making
- Product knowledge
- Sales pipeline management
- Lead generation

- Zendesk
- Proposal writing

### **LANGUAGES**

- English
- Hindi

### **HOBBY AND INTERESTS**

- Interacting with people.
- Maintaining relationships with Clients.
- Initiating and Executing Presentation.
- Playing badminton to stay proactive.
- Watching science fiction movies to get updated every time with new technologies.
- Performing zumba to relax my mental health.