**MANSHI UMESH PATEL**

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**AVP-SALES | SENIOR SALES STRATEGIST | SALES PLANNER**

**Areas of Expertise**

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| --- | --- | --- |
| * Strategic Planning | * Sales and Budget Expenses | * Product Research and Evaluation |
| * Sales Growth | * Customer Relationship | * Sales and Distribution |
| * Sales Training | * Policy Formulation | * Team Leadership |

**PROFILE SUMMARY**

* Global market aware senior sales leader exceeding increasing industry demands. Strong believer of developing healthy sales pipeline to augment sales and achieve yearly targets.
* Top relationship builder eliciting excellence in increasing **sales revenues**, exceeding targeted sales goals, developing profitable and productive business relationships, coordinating with decision-makers, and building an extensive client base.
* **Out-of-the-box-thinker**, meticulous, tactful and diplomatic with experience in heading sales team across all functions to maximise profit across all channel.
* Experience in charting out sales strategies and advising on products with key focus on enhancing business volumes & growth as well as achieving revenue and top & bottom-line profitability.
* Customer centric approach with skills in addressing client priorities thereby attaining client delight & high compliance scores; an effective problem solver & team-oriented person, with ability to cut across cultural barriers effectively in any business scenarios.
* Expertise in analysing competition in the market place, planning quarterly, monthly and weekly targets for teams, designing and implementing sales processes for smooth operations and customer delight.
* Big-picture visionary with the ability to execute ideas and plans with discipline and effectiveness. Forward-thinking, fact based and result driven with C Level communication and liaising skills.

**Career Highlights:**

* Successfully managed sales team of 120 members who consistently exceeded sales goals.
* Holds merit of achieving annual sales increase of over 6%.
* Associated as direct sales and counselling manager for Mumbai and Bangalore region.
* Active member of the development team for future products. Successfully conceptualized and introduced new products to increase sales. Contributed to expand the product portfolio.
* Created a dynamic work culture and led national sales team. Established dedicated sales division, including compensation plans, incentive programs, lead generation programs, marketing strategies etc.
* Ideated and launched contests/training programs on regular basis for motivating frontline staff.

**PROFESSIONAL EXPERIENCE**

**Credit Sudhaar, Mumbai Since July 2012**

Growth Path:

AVP Sales and Counselling, April 2018 to Present

AVP Sales, May 2016

Team Lead, February 2014

Traid Manager, January 2013

Relationship Manager, July 2012

**Chief Accountabilities:** Shouldering accountability to, identify new leads through new and existing clients, partners as well as business networks. Analysed market trends and accordingly developed sales plans to increase brand awareness. Managed sales pipeline, forecasted monthly sales and identified new business opportunities. Handled all Invoices and payments of clients. Coordinated with team members to create and execute business plans to meet sales goals.

**Significant Highlights:**

* Collaborated with the sales team to understand customer’s requirement, promote sale of company products, and provide sales support.
* Established sales objectives by forecasting and developing annual sales quotas for the assigned region. Projected expected sales volume and profit for existing and new products.
* Monitored, trained and guided team members and carried out respective task, assigned work and reported to achieve common target.
* Displayed excellence in identifying technology trends and market dynamics. Identified capability as well as expertise gaps, and escalated work progress.
* Assumed responsibility to manage existing accounts, obtain sales orders and establish new accounts by planning and organizing daily work schedules.
* Researched and built relationships with new clients. Explored business potential and opportunities to secure profitable business volumes.
* Proved instrumental in extending support in organising sales campaigns and targeting customers across PAN India.
* Evaluated and reviewed business approach, devised and implemented targets based on operational and sales strategies and monitored overall performance.
* Planned and developed additional revenue streams by introducing new product lines to the company's existing offerings.
* Prepared and submitted regular MIS reports on performance numbers and implemented remedial and risk measures as required.
* Participated in performance appraisals and actively engaging in constructive half yearly discussions with team members for career growth/progression.

**EDUCATION**

MBA in Marketing and International Business – Amity Business School | 2011

Graduation in Banking and Insurance – Nagindas Khandwala College | 2009

**PERSONAL DETAILS**

Date of Birth: 19th June 1988

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