

BHARAT BHUSHAN

Contact No.:9899424996

E-Mail: bbhushan890@yahoo.com

Looking for opportunities in Sales and Marketing, Business Development with a frontline organization

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- An incisive professional with **nearly 4 years** of qualitative and enriching experience in Sales, Business Development and Client Servicing.
 - Presently associated with YES BANK LTD Ltd, **as client Relationship partner(senior officer)**
 - Skills in streamlining workflow and creating a team work environment to enhance profitability.
 - An effective communicator with exceptional relationship management skills with ability to relate to people at any level of business and management.
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THE AREAS OF EXPOSURE

Business Development

- Analyzing business potential, conceptualize & execute strategies to drive sales, augment turnover and achieve desired targets.
- Deploying suitable market research tools to gauge market trends & competitor activities, customer behavior, etc. to gain a competitive edge.

Sales Promotions / Brand Management

- Devising & implementing marketing activities for successful launching of new products.
- Ensuring maximum brand visibility and capture optimum market shares.
- Managing corporate communication, brand image building & product awareness campaigns.

Client Relationship Management

- Building and maintaining healthy business relations with clients, ensuring high customer satisfaction matrices by achieving delivery & service quality norms.
 - Interfacing with key influences among Corporate for ascertaining requirements, making presentations and delivering need based product solutions.
 - Ensuring speedy resolution of queries & grievances to maximize client satisfaction levels.
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EMPLOYMENT PROFILE

19 dec '2012 – Present: YES BANK LTD, New Delhi as CLIENT RELATIONSHIP PARTNER(SENIOR OFFICER

Role:

- Responsible for activities regarding sales, marketing, customer acquisition, customer relation management, & maximizing revenue.
- Answering inquiry, questions & complaints of clients in order to keep revenue generation of the division.
- Recognize potential customers, creating business from the old accounts and reaching profitability level and sales growth..
- Responsible for promoting and selling of CASA, Life Insurance, Term Deposit, Mutual fund, Loans, Cards etc.
- Beside Relationship management, I am also into active discharge of service roles.

Feb2011 – 6 sept ' 12: INDUSIND Bank Ltd as Associate Sales Manager -Branch Banking and mass banking -Retail Liabilities (Relationship management)

Role:

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ACHIEVEMENT

- I have been rewarded by the trophy for the highest life insurance Business in April 2011 to March2012
- I have been rewarded by the YTD Certificate for life insurance

EXTRAMURAL ENGAGEMENTS

- ⇒ Reading, Writing, swimming, Watching News Channels, and Cricket in leisure time.
 - ⇒ Organized activities like Debate Programs, Current Affairs declamation, Movie Shows and Sports Week.
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ACADEMIA

2012 **Bachelors of Arts** with (Banking and Insurance) from, **University of Delhi**

PERSONAL DOSSIER

Date of Birth : 25th May 1989

Present Address : 52A Meethapur Badarpur New Delhi 110044

Nationality : Indian

Father's Name : Mahesh chand gupta

Permanent Address : 52A MEETHAPUR Badarpur New Delhi 110044