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| C:\Users\Anoop Ramachandran\Desktop\Anoop...jpg | 🞂Anoop Ramachandran  Vipanchika (H), karukachal – P O  Kottayam Dist, keral - 686540  **Phone : +91 9745655633**  **E-mail:** [**anoop.r06@gmail.com**](mailto:anoop.r06@gmail.com) |

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|  | Career Summary  Sales and marketing professional with 7 years of extensive experience in customer service and banking sales with strong leadership, problem solving and communication skills, demonstrating refined interpersonal skills across all levels and backgrounds energized for new challenges. Computer literate / experienced in maintaining accurate records and reports seeking an opportunity to help the right organization boost productivity and benefits.  Objectives  To add value in an organization with the help of my education and experience and to develop my marketing and sales career by learning in a professional dynamic environment, that can be applied for the growth of the organization and self.  Skills   * Decision Making skill * Interpersonal Skills * Strong leadership skills   **Specialties**   * Able to quickly understand customer needs and to deliver timely and cost-effective solutions. * Retail Banking Professional Sales & Business Development: * Specialty hardcore experience in Sales & Marketing. * Exploring potential business avenues, Identifying prospective clients, generating business from existing clientele, thereby achieving business targets. |
|  | Experience.  *ASSOCIATE SALES MANAGER.* September 2014 To Present  **INDUSIND Bank Ltd, Tripunithura, Ernakulam, Kerala, India.**  **Company Profile** -Leading private sector banks in India, which has strong presence across the country, considered as the most respected bank among the new generation banks**.**   * Responsible for the overall achievement of the Sales targets set by the management. * Selling all banking products. * Handling sourcing of corporate A/Cs and maintaining relationship. (SB, CA & NRI Accounts.) * Responsible for acquisitions of new customers for Home loan as well as LAP.. * Coordinated with prospective clients, clarified and determined their doubts regarding the mortgage loans and repayment methods * Generate the cross selling business from existing customers by selling other products. * Giving the most ideal advice to a client depending on his short or long term financial goal. * Considering the clients financial needs and giving him the best possible advice depending on his financial situation. * Keeping the MIS for tracking the undisbursed data for effective conversions. * Knowing selling techniques, dealing with high profile customers, selling to banking multi products * Preparing financial reports & daily MIS for the management.   *JUNIOR OFFICER.* June 2010 – August-2012  **ICICI Bank Ltd, Kottayam, Kerala, India.**  **Company Profile** -Leading private sector banks in India, which has strong presence across the country, considered as the most respected bank among the new generation banks**.**   * Responsible for the overall achievement of the Sales targets set by the management. Selling banking products. * In all opening Pay Roll Accounts in Corporate, Salary Accounts, NRI Accounts Sales & Marketing Products. * Developing Relations with Customers and Achieving the Goal of our monthly targets. * Introduce new financial products to high net worth individual customers. * Sound knowledge in sales of retail banking multi products and local banking practice. * Knowing selling techniques, dealing with high profile customers, selling to banking multi products * Preparing financial reports & daily MIS for the management.   *SALES MANAGER.* October 2008 To March 2009  PNB MetLife, Kottayam, Kerala, India  Company Profile -Previously known as MetLife India Insurance Company Limited (MetLife India) is a fastest growing and leading provider of insurance, annuities and employee benefit programs in the country.   * Recruiting and managing a good team of Financial Agents and financial advisors. * Training & motivating them to achieve the sales target. * Introduce new financial products to advisors and high net worth Individual customers. * Understand client’s requirements, suggest options and manage the client from end to end.   *RELATIONSHIP OFFICER.* November 2005 - September 2008  HDFC Bank (HBL), Kottayam, Kerala, India  Company Profile -One of the largest private sector lenders in India, which has strong presence across the country, considered as one of the most respected bank among the new generation banks.   * This profile also required me to acquire new Merchant and selling EDC machine. * Handling after sales relationship and service issue of the merchants. * Promote credit card volume through good relationship and service. * Cross and Up sell. Preparing financial reports & daily MIS for the management about Current A/c & Credit cards sales.   Working in the job profile of a branch staff my responsibilities were handling the customer queries and to convince the customer to use the services of the Bank. While handling different customer segments I have had the opportunity to interact and communicate with customers from various backgrounds, probing their needs and understanding their requirements and help them complete their financial and non-financial transactions.  ***SALES CONSULTANT.*** May 2005 To October 2005  Sreerag General Finance Ltd., Kottayam, Kerala, India  Updating the Sales Forecasts & product profile with all supportive data. Processing Purchase Orders. Preparing the Demand Planning & Channel Visibility reports. Preparing the weekly / monthly reports, General administration relating to Planning activity. Customer service & sales. |
|  | Education.  **Doing in Master Of Business Administration (M. G. University)**  Bachelor of Arts in Economics (M. G. University, 2005) |
|  | Personal Details.  Date of Birth : 31-05-1985.  Father’ Name : N Ramachandra Panicker.  Nationality : Indian.  Pan Card No. : ALVPR7276F.  Passport No : H2541436.  Marital Status : Single.  Hobbies : Listening to music, Traveling, Sports activities.  Languages Known : Malayalam, English, Tamil. |
|  | References.  Will be furnished upon request. |