**ANIL MISHRA**

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**MIDDLE MANAGEMENT PROFESSIONAL**

***Sales & Marketing ~ Strategic Planning ~ Key Account Management ~ Business Development~ Operations Management***

**PROFESSIONAL PROFILE**

A Good Professional with **8 Years of experience** in Sales & Marketing, Key Account Management & Business Development. Significant experience in **Sales of Telecom & Data Centre Services** through **farming** in Accounts like **Mi Marathi Media, Freight Systems, Rhenus Logistics, Shree Ramakrishna Exports,Omkar Realtors & Developers and Makaan.Com** through **hunting** in New Accounts like **Nexus Flight Operations, Aasaan Jobs, Hermes Travels, Flomic Freight, Kiran Medicals & X-Rays, Olympeo Infrastructure,Awfis Space Solutions** **and** **Nexus Flight Operations Pvt Ltd etc.**

Highly successful in building relations with upper level decision makers; seizing control of critical problem areas and delivering on client commitments. Excellent interpersonal communication and organisational skills with proven abilities leading motivated teams towards achieving organisational goals.

Strong background in complex and challenging environments with proven ability to represent the company with customers. Strong business acumen with skills to remain on the cutting edge; able to drive business through identifying new opportunities, implementing product promotions etc.

**PROFESSIONAL EXPERIENCE**

**Citycom Networks Pvt. Ltd. (Spectranet).** **Account Manager**

* + - *Since Aug’14 Till Date: Looking after* ***Sales of*** *Telecom Services, Data Center Hosting, Cloud & Managed Services*

*(1 Year & 8 Month) in Mumbai Region through FARMING as well as Hunting*

**AREA OF EXPOSURES**

* **Farming Accounts:** Omkar Realtors & Developers, Rhenus Logistics, Mi Marathi Media, Shree Ramakrishna Exports, Freight Systems, and Makaan.Com etc.
* **New Accounts:** Nexus Flight Operations, Aasaan Jobs, Artek Surfin Chemicals, Awfis Space Solutions, Kiran Medicals & X-Rays, Olympeo Infrastructures, Hermes Travels & Cargo etc.

***Sales & Business Development***

* To ensure achievement of Organisational Goals and Profitability.
* Working in Small and Medium Enterprises and Large Accounts to look for Opportunities.
* FARMING in Existing Accounts and Hunting for New Accounts.
* Ensuring Sales in All Verticals of Offering from Citycom Networks Pvt Ltd.
* Coordinating with BDMs in All Verticals to propose Exact Solution for Customers Requirement.
* Working with Existing Customers to ensure timely Support, Renewals and Upgrades.
* Coordinating with Internal Teams for timely Order Booking, Processing and Implementation of Orders.

***Strategic Planning***

* Formulating monthly /annual goals and developing Business /Operational Plans for the achievement of these goals.
* Analysing the market requirement to suit the Products to Customer needs.
* Monitoring competitor offerings and services for effective counter measures.
* Segmenting, Targeting & Positioning the Products to ensure Sales in Respective Market.
* Devising and implementing policies & procedures to enable smooth functioning of sales operations.

***SIGNIFICANT HIGHLIGHTS***

* Achieved more than 100% of Target in H1 & H2-2015-16.
* Successfully managing Farming Accounts with minimum RFOs and maximum Customer Satisfaction.
* Added New Accounts like Aasaan Jobs, Artek Surfin Chemicals, Kiran Medicals & X-Rays, Awfis Space Solutions, Olympeo Infrastructures, Hermes Travels & Cargo and Nexus Flight Operations etc.

**Airwave Communications.** **Business Development Manager**

* + - *Since Aug’13-Aug’14- Looking after* ***Sales of mobility & wired line products like – sim cards, data cards,***  (1 Year)***PRI,ILL,P2P,MPLS etc.***

**AREA OF EXPOSURES**

**Handling a team of 15-20 FOS and generating business through them.**

***Sales & Marketing***

* Taking daily commitments from every member and motivate them to achieve the given number.
* Focusing on mobility products and offerings to bring bigger business.
* Sign up shopkeepers as sub-distributors and bring business through them.
* Ensuring that activation is done in given time frame.

***Business Development***

* Focusing on corporate accounts to achieve the target.
* Coordinating with verification and activation team to activate the cards on time.
* Motivate the team while doing different activities and fun.

**Idea Cellular Services Pvt Ltd** **Territory Sales Manager**

* + - *Since Aug’12-Aug’13- Looking after* ***Sales of mobility products like – sim cards & data cards.***  (1 Year)

**AREA OF EXPOSURES**

**Handling a team of 20 FOS and generating business through them .**

***Sales & Marketing***

* Ensuring daily field team meeting on time.
* Taking daily commitments from every member and motivate them to achieve the given number.
* Manage COCA distribution and ensure that everybody is at par.

***Business Development***

* Focusing on corporate accounts to achieve the target.
* Coordinating with verification and activation team to activate the cards on time.
* Pass the MIS to supervisors and take their feedback to enhance the business.

**Tata Teleservices Maharashtra Limited** **Team Leader - Sales**

* + - *Since April’10-Till Jul’12- Looking after* ***Sales of wired line products like- Broadband, Internet Leased Line, Telephone connections, PRI,VOIP,MPLS etc.***

*(2 Years)*

**AREA OF EXPOSURES**

* Handling a team of 10 FOS and ensuring the sales of data and voice products.
* Ensuring the team target is achieved by team members and individual contribution.
* Ensuring the daily team meeting and resolve the problems which come in closer of sales.
* Working closely with installation team to ensure the timingly delivery of the services.
* Assign the territory to every member to focus on connected areas.

***SIGNIFICANT HIGHLIGHTS***

* Solely Responsible for Sales target of team given by the company.
* Won 3 consecutive Vijeta Award for Individual performance.
* Awarded as a best Team Leader for 6 times in a year.

**Reliance Communications Ltd. (RHRS)**  **Sales Executive**

* + - *Since Nov’08-Till April ’10- Looking after* ***Sales of wired products like – Broadband, Leased Line, Landline & PRI etc.***

*(1 year & 3 Months)*

**AREA OF EXPOSURES**

* Do cold calling and generate leads daily.
* Focus on selling ILL & PRI to achieve the target.
* Working closely with installation team to ensure the timingly delivery of the services.
* Responsible for collecting the payments.

***SIGNIFICANT HIGHLIGHTS***

* Focused on ILL, PRI, Centrex & Intercom products to achieve the target.
* Connected multiple societies with intercom facility.
* Certified by CEO for best SE.

**EDUCATION & CREDENTIALS**

**2016-17 Perusing for PGDM (Marketing)** from Welingkar Institute of Management Mumbai.

**2015-16** completed Diploma in management from Welingkar Institute of Management Mumbai.

**2006 B.A.** from V.B.S University.

**2003 H.S.C.** from State Board U.P.

**2001 S.S.C.** from State Board U.P.

**IT SKILLS**

* Well versed with MS Office and Internet Applications.
* Working knowledge of Sales Force Automation.

**PERSONAL DOSSIER**

**Date of Birth :** 15th September 1985

**Local Address :** H-201, Yaswant Vihar Complex, Phase-1, Agashi Road, Virar West-401303

**Languages :** English, Hindi.