**VISHAL BHUSHAN**

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**In pursuit of career enhancing opportunities in the field of:**

**Key Account Management ~ Business Development ~ Client Relationship Management**



**ABRIDGEMENT**

* **Qualified Bachelor’s degree** with **3 years** of experience in Sales and Marketing.
* A keen planner with abilities in devising strategies to augment business, streamline channel networks & promote products for business excellence.
* Possesses sound knowledge of existing/emerging industry practices and client mindsets.
* **Exposure of:**
  + Rendering foresight and direction in planning, generating and executing successful and cohesive marketing strategies.
  + Handling client queries, providing them feasible solutions & building healthy relationships, thereby achieving high customer satisfaction.
* **Key strengths**:
  + Intensive marketing acumen with an ability to formulate effective marketing strategies.
  + Motivated and enthusiastic about developing good relations with clients.
* A keen planner and implementer with ability in managing sales & marketing operations by ensuring optimal utilization of resources.

**AREAS OF EXPOSURE**

**Sales & Marketing**

* Forecasting periodic sales targets & driving sales initiatives to achieve business goals & manage frontline sales team to achieve them.
* Conducting competitor analysis by keeping abreast of market trends & competitor moves to achieve market share metrics.
* Implementing promotional activities in coordination with external agencies to spearhead product launch, brand promotion and event management initiatives.

**Business Development**

* Initiating & developing relationships with key decision makers in target organizations for business development.
* Accountable for relationship management with corporate clients of the area.
* Evolving market segmentation and segmentation strategies to achieve desired targets.

**Client Relationship Management**

* Identifying prospective clients, generating business from new accounts & developing them to achieve consistent profitability.
* Ensuring speedy resolution of queries & grievances to maximize client satisfaction levels.
* Maintaining excellent relations to generate avenues for further business.

**CAREER SCAN**

**Career Summary**

Dedicated to exceeding client expectations, maintaining strong, fruitful working relationships with customers to gain their trust and respect, offering these core strengths:

* Create and support client retention strategies for existing customer base and for new customers.
* Building strong rapport with customers (Corporate)
* Strengthened working relationships with clients, utilizing excellent communication techniques.
* Customer care skills – Solutions oriented and results driven attitude.

**Key Contributions:**

* Addressed client needs and built financial plans while striving to outperform and exceed prior profitability and revenues.
* Liasioning with the customer on various issues related to the concerned projects/ assignments.
* Carrying out Post order Management Activities.
* Generate market intelligence report for strategically sales and marketing activities in the region.
* Monitor competitor's activities in the Macro Level.
* Sought out and maximized opportunities for key account growth.

**Initiatives:**

* Strive to deliver Client Satisfaction – Established vision and strategy of key account plans.
* Ensured that the key account plan aligned with client objectives and interests in order to exceed the client’s expectations.

**Key Achievements:**

* Recognized opportunities for key account growth, then actualized the value proposition and ensured implementation across the platform
* Achieved Financial Results – Managed financial aspects of key account to ensure plan is met or exceeded in both growth and profitability.

**July’ 12 – February’14 with GOIP Global Services Pvt. Ltd. as Sr. Executive - Sales**

**Notable Attainments:**

* Ensuring quality of service by developing a thorough and detailed knowledge of technical specifications and other features of employers' systems and processes, and then documenting them.
* Providing technical advice to customers on all aspects of the installation and use of computer systems and networks, both before and after the sale;
* Played a key role in carrying out B2B sales networking products.
* Actively involved in organizational sales as well as business generation as per requirements.
* Coordinated with technical team and other staff in development of marketing strategy and plan.
* Determined new market channels.
* Key role in handling export related lead generation and marketing through electronic media.

**February’ 14 – Till Now ­ with RAK Bank (Dubai) as Relationship Officer**

**Notable Attainments:**

* Effectively maintained good relationship between the company and the assigned clients.
* Tracking and reporting sales performance including pipeline, acquisition results and market conditions.
* Cold-calling in order to create interest in products and services, generate new business leads and arrange meetings.
* Handling the branch channel and open market.
* Engaging with premium customers to build relationships, and delivering a positive customer experience while acquiring new customers
* Expansion of internal and external relationships, and drive sales results
* Develop and oversee relationships with clients performing alongside Relationship Manager to ensure top level service provided to clients.

**ACADEMIA**

2012 B.Sc. Math (Hons) J.P University

2009 12th B.S.E.B

**IT FORTE**

* Well versed with MS Office, SPSS and Windows 7/ XP.

**PERSONAL DOSSIER**

**Date of Birth**: 3rd September 1986

**Permanent Address**: B-15, First floor, Molarband village, Badarpur, New Delhi

**Nationality:** Indian

**Marital Status**: Unmarried

**No. of Dependents**: Four

**Languages Known:** English, Hindi