SANJAY.S.SHET

**Mobile:** 09916153191 ~ **Phone:** 08384-225812 ~ **E-Mail:** sanjushet@gmail.com

**Sales & Business Development Professional – An Overview**

* A result oriented professional with experience of **7 years** in managing **Business Development functions encompassing Sales & Marketing, Distribution Management, Product Promotion, Client Relationship Management & Team Management.**
* Currently designated as a **ASSISTANT MANAGER** at **Yes Bank Ltd, Hubli, Karnataka,(India).**
* Track record of consistently achieving sales targets at branches, building dynamic sales teams, identifying high-yielding services and products during the career span.
* Gained sufficient understanding of organizing **product promotional activities** of banking products such as **Corporate Bombing, Door-to –Door Shop Meet**, etc.; creating product awareness and selling the Banking products and Services. Products handled **savings Account**, **Current Account, over draft, small business loans**, **and Investment Products.**
* Adept at handling **sales & marketing operations and Financial analysis** to stimulate sales growth and realise organisational objectives; managing operations with key focus on marketing of insurance products and services.
* Demonstrated excellence in identifying and developing key and institutional clients for business excellence and accomplishment of targets.
* Skills in developing relationships with **key decision-makers** in target organizations for revenue.
* Track record of enthusiastic leadership and achievement in all assignments; consistently promoted to positions of increasing responsibility.
* Possess motivational management style with a record of building an **efficient sales team and distribution network**.

**Core Competencies**

* **Business Planning:** Devising effective strategies with a view to achieve top line and bottom line profitability of the organization.

**Sales & Marketing**

**Business Development**

**Market Development & Expansion**

**Channel Management**

**Product Promotion**

**Relationship Management**

**Business Planning**

**Team Management**

* **Sales:** Taking care of the sales with focus on achieving predefined sales target and growth. Forecasting and planning monthly & quarterly sales targets and executing them in a given time frame.
* **Business Development:** Managing complete sales operations with accountability for profitability. Identifying prospective clients, generating business from new accounts & developing them to achieve consistent profitability; developing leads, cross selling insurance products, etc.
* **Product Promotion & Market Development:** Handling sales promotional activities for new products while ensuring their availability, timely distribution and market development. Identifying market opportunities, developing business cases and offering successful product/services.
* **Channel Management:** Developing new business partners to expand product reach in the market; working in close interaction with the dealers and distributors to assist them to promote the product.
* **Relationship Management:** Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms.
* **Team Management:** Managing the gamut of tasks including manpower planning, recruitment, training of new recruits, distributors, etc.

**certifications**

**NISM and IRDA**

**Employment Details**

**Yes BANK LTD, Hubli**

**FINANCIAL PARTNER from Aug,13**

**Role: :** Providingpersonlised service to HNI customers of the branch. Managing complete business for generating the **Saving a/c, current a/c, insurance, mutual funds, TFX revenue** and other cross selling products in the Vicinity of **Hubli**, with accountability for profitability; forecasting monthly/ annual sales targets given time frame by organizational planning. Strategizing the long term business directions of the region to ensure maximum profitability in line with organizational objectives. Increasing the CASA account acquisition and building the values in the **NTB (New to the Bank)** accounts. Responsible for increasing **Float** in the **NTB** account as well as **YTD accounts**.

**Notable Highlights:**

* Qualified for **AAP KA REGIONAL CONTEST** for FY 2014/15.
* Qualified for **MISSION ZOOM 2 REGIONAL CONTEST** for FY 2014/15
* Qualified for **SUPER TALENT 2 REGIONAL CONTEST** for FY 2014/15
* Qualified for **national level contest** and eligible for **international trip**
* Achieved investment product targets consistently.
* Promoted to next role within one year of joining

**HDFC BANK LTD,SIRSI**

**Team leader Sep’11 – Aug ‘13**

**Role: :** Handling the more than 15 executives and Managing complete business for generating the **Savings** and **current** accounts and other cross selling products in the Vicinity of **Sirsi**, with accountability for profitability; forecasting monthly/ annual sales targets given time frame by organizational planning. Strategizing the long term business directions of the region to ensure maximum profitability in line with organizational objectives. Increasing the CASA account acquisition and building the values in the **NTB (New to the Bank)** accounts. Responsible for increasing **Float** in the **NTB** account as well as **YTD accounts**.

**Notable Highlights:**

* Significantly formulated **a micro level marketing strategy** to increase the business.
* Consistently achieved the targets and other cross selling targets whichever offered by bank
* Achieved investment product targets consistently.

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| **ING VYSYA BANK LTD,SIRSI**  **SENIOR Sales executive Nov’09-july’11** |

**Role: :** Managing complete business for generating the **Savings** and **current** accounts and other cross selling products in the Vicinity of **Sirsi**, with accountability for profitability; forecasting monthly/ annual sales targets given time frame by organizational planning. Strategizing the long term business directions of the region to ensure maximum profitability in line with organizational objectives. Increasing the CASA account acquisition and building the values in the **NTB (New to the Bank)** accounts. Responsible for increasing **Float** in the **NTB** account as well as **YTD accounts**.

**Notable Highlights:**

* Significantly formulated **a micro level marketing strategy** to increase the business.
* Consistently achieved the Key product targets ie.**Platina savings account (PSB), Formula1 account (F1),Platina Current account (PCA),Orange Current Account (OCA)** and other Current accounts.
* Achieved the Target of getting **Initial Cheque value (ICV)** of Month on Month basis.
* Consistently achieved the target of current and savings accounts and Initial cheque value, and achieved the target of **NTB** balance every month on month basis.
* Consistently achieved the targets and other cross selling targets whichever offered by bank.
* Opened more than 10 govt.a/c’s.

**Scholastics**

**2007** **Bachelor of Education** from Karnataka University. *Secured 78%*

**2006 Bachelor of arts** from Karnataka University. *Secured 59%*

**Personal Details**

**Date of Birth :** 26th February, 1985

**Residential Address :** 2rd CROSS , VIJAYA NAGAR Nagar, Sirsi-581401

**Linguistic Abilities :** English, Kannada, Hindi and Konkani