**AJAY SINGH**

**Contact:** 0273705995

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Versatile & high energy professional having more than 10 years of experience at different levels in Business Development / Client Relationship Management / Sales Operations.

Looking for an opportunity to succeed in an environment of growth and excellence and earn a job which provides me job satisfaction and self-development and help me achieve personal as well as organizational goals. **Key Skills**

**Communication Skills:**An effective communicator with good analytical, interpersonal and negotiation skills. Engaging communicator with the ability to listen first and understand before replying. Keeps a two way communication active always.

**Relationship Management Skills:**Able to connect with strangers. Works as a team member rather than a leader by sharing information and helping each other when facing a problem. Creates long lasting relation to attract repeated business and referrals.

**Attention to Detail:**Pays attention to each and every detail to get the best result and enhance the product and productivity.

**Personal Drive and Initiative:**Always driven to do the most trivial of tasks and sighs deeply whenever asked to do something. Enthusiastic about completing the tasks in time with excellence and always looking forward to the next one. Takes initiatives to perform better by past learnings.

**Management and Organisational skills:**Manages the task in hand by doing time management in a focused manner to optimise resources. Plans a task in a organised manner before executing it in a time bound manner. Coordinates well with different stake holders to achieve the deadlines.

**Ability to handle pressure and meet deadlines: Prioritises work load in efficient manner to meet the deadlines by staying calm in all adverse conditions.**

**Flexible and Willing to Learn:**Always willing to learn to do thing better and passes on the learning effectively for the overall growth. Ready to take new challenges and work in different situations. Looking to do the same work in different ways.

**Personal Attributes**

* Able to put himself in the customer’s shoes.
* Speaks in a clear, organized and logical manner.
* Acting in a professional manner at all times and maintains high ethical standards
* Track record of achieving challenging targets in given timeframes.
* Works productively even under pressure.
* Gives criticism / feedback to others in a helpful way. Follows the SBI technique.
* Can overcome challenges and setback quickly.

**Experience**

**Head - Sales, Business Development & Marketing Jul’14 to Oct’14**

Mayar Group

**Responsibilities**

* Marketing & showcasing project nationally as well as internationally.
* Identifying target sector & companies based on the positioning & development strategy.
* Formulating sales & marketing strategies for sell/lease properties.
* Conceptualizing and planning for future businesses.
* Designing processes and monitoring sales & CRM department.

**Key Achievements**

* Breakthrough by targeting Embassies to attract foreign delegates.
* Designing business model for low density ecofriendly housing.

**General Manager – Marketing, Sales & CRM July’11 to Jun’14**

Mahindra & Mahindra (Real Estate Division)

**Responsibilities**

* Feasibility study for buying land,
* Project planning in relation to product and pricing for upcoming projects,
* Positioning of products based on market research & feedback,
* Networking with channel partners for enhancement of sales,
* Arrears management to ensure healthy receivables from clients,
* Monitoring of Collections vis a vis Demand raised

**Key Achievements**

* Successfully created business model for development of 436 houses
* Generated revenue of 3.5 billion
* Improved CAP score by 0.75 points

**Deputy General Manager - Marketing & Sales Nov’08 to July’11**

Mahindra & Mahindra (Real Estate Division)

**Responsibilities**

* Conducted opportunity analysis (project management, JVs and outright purchase)
* Dealing with marketing agencies for branding, project collaterals like brochures, walkthrough, 3D models, 4D virtual tours, etc.
* Interacted with Projects Department & Architects for conceptualization of new projects
* Credit control operations.
* Handling escalated cases to ensure that accurate and satisfactory resolutions are provided to the customers.

**Key Achievements**

* Successfully launched two flagship projects of the group in North India.
* Efficiently increased sales from Rs 0.2 billion to Rs. 2.56 billion in 2010.
* Merit of receiving of appreciation from MD for contributing 49% in total turnover in 2010
* Holds the distinction of ensuring smooth handover of project to RWA after closing all legal and on ground formalities.

**Senior Manager Sales Dec’07 to Nov’08**

Mahindra & Mahindra (Real Estate Division)

**Responsibilities**

* Designing sales plans in relation to product and defined price points
* Market survey for identifying customer
* Interaction with marketing and facility development department to enhance customer satisfaction for repeated customer and references.

**Key Achievements**

* Played a key role in introducing new product in 2009 which resulted in achieving revenue of Rs. 5.50 billion

**Manager Sales Mar’05 to Dec’07**

Mahindra & Mahindra (Real Estate Division)

**Responsibilities**

* Providing support for financial planning for payments to customers
* Maximise Customer Satisfaction Scores, handling customer grievances, maintaining long term relationship.
* Interaction with Legal Team for various legal/consumer complaint cases.

**Key Achievements**

* Handover of 410 houses in record time one year and seven months
* Enhancing customer satisfaction score from 3.2 to 3.6

**Previous Experiences;**

Arcus Ltd. Oct’03 to May’05

Project Manager

Eldeco Infrastructure Ltd. Jan’03 to Oct’03

Manager – Marketing

Shipra Estate Ltd. Jun’00 to Dec’02

Assistant Manager – Marketing

**IT Skills**

MS Office – Word, Excel, Outlook, PowerPoint and Internet Applications

**Education**

# Bachelor of Commerce, Delhi University 1995

* Diploma in Management, All India Management Association 1998

**Certificate Programs**

* New KIWI Career Success Workshop – Auckland Chamber of Commerce 2015
* Creating Customer Delight – TMI 2013
* The Mahindra Senior Leaders Program – Centre for Creative Leadership 2012
* Sales Excellence – Fourth Quadrant 2012
* Brand Building Strategies – Cogito Consulting 2012
* Marketing Communications for Customer Engagement – IIM Bangalore 2011
* The Seven Habits of Highly Effective People - Franklin Covey 2011

# Enhancing Sales Force Performance – IIM Ahmedabad 2008

* ISO 9001:2000 Internal Auditor – Bureau Vertas 2007

Verbal Referees

Available on request