

KAIRAV VYASA

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Sales / Channel Sales | Strategic Leadership | Innovation & Change | Business Development | Branch Management | Development of Executive Talent | Operations

B.E. with proven career in conceiving & implementing effective ideas / strategies that can add value to organization through inspiring leadership, rich experience & innovation excellence

|| Profile Summary



- **Dynamic career of over 5.5 years** that reflects rich experience & year-on-year success in **Sales, Corporate Sales, Business Development, Operations, Client Relationship Management & Strategic Planning** across B2B, B2C & Insurance industries
- **Tactful & articulate** in driving vision and championing the cause; proficient in identifying business opportunities and working on global ventures demanding unique skill set & distinct experience
- Excellent track record in establishing a healthy culture of excellence for revenue generation, profitability, branch set-up & management, growth of market share and customer acquisition / satisfaction
- Directed **cross-functional & cultural teams** using interactive & motivational leadership; acknowledged for leading & mentoring team members to achieve resource wise productivity & optimization
- A forward thinking person with **strong communication, analytical & organizational** skills; well organized with a track record that demonstrates self-motivation & creativity to achieve corporate & personal goals

|| Skills Set



Strategic Vision, Executive Direction & Leadership
Business Planning & Development
Team Building & Structuring

Sales & Marketing
Client Relationship Management
Strategic Planning

|| Work Experience



Since Apr'18: Indiamart InterMesh Ltd., Ahmedabad as Branch Manager – Client Acquisition (Sales)

Product: B2B Portfolio and related products & packages

Role:

- Performing analysis of key data of the branch including sales figures, sales personnel, productivity ratios, client's work status and receivables
- Responsible to plan, execute and monitor the sales operations with the objective of attaining accelerated growth of new client acquisition in line with the laid down processes.
- The role involves recruiting & managing direct sales force in the Branch, increasing the productivity level & overall efficiency of the sales team and ensuring target achievement as per the defined targets.
- Implementing sales & marketing activities that can create a positive experience for clients; reaching out to new & unexplored market segments & customer groups using market segmentation & penetration strategies
- Heading a team of 30+ sales professionals
- Identifying the opportunity & problem areas, preparing action plan to achieve the key sales figures and presenting Branch Sales Reports
- Recording performance metrics & monitoring key parameters to increase overall productivity of sales personnel
- Driving performance incentive structure & sales promotion schemes
- Gathering market feedback and providing periodic updates to the management for formulation of policy & strategy
- Ensure implementation of training program for skill development

Highlights:

- Attained growth of 30% on revenue front on monthly basis (highest revenue in branch since joining)
- Achieved highest ever 132 & 145 sales in month of March & July'19 respectively.
- Maintained 0% attrition from branch continuously throughout 6 months.

Sep'17-Apr'18: ICICI Lombard GIC Ltd., Ahmedabad as Unit Sales Manager – Banc Assurance Home

Product: Home Loan Liability Solutions (Group Secure Mind Policy, Complete Health Insurance Policy)

Role:

- Managing Banks as Channel Partner, Generating Sales through Sales of Home Insurance products for customers availing Home Loan facilities from the Bank
- Relationship Management with the Channels and Franchise for business development
- Relationship Management with the Branch Employees and Manager of the bank at partner branches to increase the revenue
- Relationship and Motivation of branch staff to help generate leads
- Training of branch staff and private banking RMs on cross sell of our insurance products
- Key customer calls (Private Banking customers)
- Objection handling and aiding sales process carried out by channel
- Cross-sell and up sell of health insurance products

Highlight:

- Achieved monthly target two times during tenure and collected premium of more than 10 lakhs which were highest amongst team

June'14-Sep'17: Amazon India, Ahmedabad as Service Associate

Product: B2C portfolio & related products & packages

Role:

- Handling day-to-day operations of Ahmedabad region
- Pitching sellers of Ahmedabad, Surat & Rajkot to get them on board on Amazon platform
- Part of demand generation team
- Leading team of Ahmedabad, Bangalore, Kolkata to ensure uniform output across cities
- Regular interaction with team to resolve their queries and giving them updates on new SOPs
- Assigning tickets to team and responsible for completion of those with utmost quality within the SLA and target achievement on weekly basis
- Developed review process for photographers to provide feedback on their imaging quality
- Performing role of Imaging QC SPOC for PAN India and ensuring 0% rejection of tickets due to imaging and high quality catalog uploading on Amazon
- Managing smooth workflow without any flaws in process
- Developed new guidelines and derived new SOPs to make improvement in the process
- Developed editing review process to give ratings as well as feedback to image editors on editing
- Regular interaction with sellers & solving their queries as and when required
- Responsible for generating invoices & maintain invoice tracker without any defects
- Conducting training on a regular basis & mentoring new joiners

Highlights:

- Achieved highest ever number of sellers on boarded on Amazon platform in a year for PAN India
- Promoted once and was given team handling responsibility for smooth operations in Ahmedabad, Surat & Rajkot

Oct'13-Apr'14: Openxcell Technolabs Pvt. Ltd., Ahmedabad as Web Developer

Role:

- Was part of developers team for developing innovative web solutions on a range of platforms including PHP, CakePHP, Wordpress, Magento, Drupal, MySQL
- Responsible for website creation & maintenance

Education



- **B.E. (Computer Engineering)** from Ahmedabad Institute of Technology / Gujarat Technological University, Ahmedabad in 2013

Certificates



- Participated in Linux workshop organized by IEEE, Gujarat section on 29-30 March, 2012
- Participated in workshop on Advanced JAVA organized by IEEE on 27-28 August, 2012

Personal Details



Date of Birth: 3rd June, 1992
Address: D-301, Ashutosh Apartment, B/h St. Xavier's High School, Naranpura, Ahmedabad-380013
Languages Known: English, Hindi, Gujarati