
Professional Details

Career Objective

To work in a competitive environment in order to enhance my skills & use them in the benefit of the organization, to develop myself as a true sales & service industry professional.

Career Overview

Skilled in handling Channel Partners and Service Partners along with the payout structure proposition. Hiring, training/developing, motivating, coaching, evaluating, retained qualified staff. Exceptional skills in relationship management with the abilities to lead large teams.

Career Summary

Over Six years of proven Corporate Customer Services, Eight years of Enterprise Sales & three years of Retail Banking experience with responsibility for assuring quality solutions and process development. Have explored Customer Support, Help lines, Customer Relationship, Complaint Visits, Corporate Service, Enterprise Sales & Airtel Payments Bank.

Work Experience:**HDFC Bank Ltd**

Designation: Sales Manager (9th July 2018 – Till Date)
Functional Area: Payment Business (Forex cards, Credit Cards & Prepaid Cards)
Job Profile:

1. Productivity Per BDR:

- Managing 15 BDR's who are allocated branches and productivity of all the BDR's is a paramount challenge to meet Organization's goal and objective.
- On time salary disbursement.
- Creating and managing transparency between the team.
- Making and auditing the weekly BDR Reports.
- Identifying the target market / accounts for the each BDR.
- Assisting them with Marketing materials and products specifically designed for the market/Accounts.
- Coaching calls with them.
- Training BDR's on soft skills, products and processes.

2. Branch Productivity: (Onboarding, Training & Coaching)

- Providing tools, training and solutions for sales staff to manage them better.
- Sales call tracking and MIS.
- Sales Closer support.
- Providing on-feet support for collection and submission of Documents.
- Daily MIS on monthly targets & DRR.

Bharti Airtel Ltd - Ahmedabad

Designation: Asst. Manager – TSM – Key Accounts (16th Jan 2017 – 6th July 2018)
Functional Area: Corporate Sales (SME, Govt, Retail & Airtel Payments Bank)
Job Profile:

1. Channel Productivity: (Onboarding, Training & Coaching)

- Providing tools, training and solutions for sales staff to manage them better.
- Personal finance management tools including funds flow projections given in the new business
- Sales call tracking and MIS.
- Sales Closer support.
- Providing on-feet support for collection and submission of Documents.
- Invoice processing and follow ups to make sure the timely payment clearance.

- Daily MIS on monthly targets, ZAT and DRR.

2 Competition Churn:

- By Promoting new products and services to ensure the loyalty with guaranteed revenue booking and market share by acquiring competition Enterprise churn customers.
- Need to design attractive incentives to the Channel partners, tariff bundles to these corporate customers along with the loyalty schemes.
- Reduce acquisition churn and Bedt debts.

3 Productivity per FOS:

- Managing 25+ Accounts executives. Productivity of all the Field officers is a paramount challenge to meet Organization's goal and objective.
- On time salary disbursement.
- Creating and managing transparency between the team.
- Making and auditing the weekly Account Executive Reports.
- Identifying the target market/ accounts for the Account Executive.
- Assisting them with Marketing materials and products specifically designed for the market/Accounts.
- Challenging the AE's to tell which markets they are targeting, which will help the selling cycle.
- Coaching calls with them.
- Training AE's on soft skills, products and processes.

4. Accounts Penetration:

- Develop a meaningful and real relationship with the decision-makers. By this we mean, an ongoing exchange of favors and information, not just a speaking relationship.
- Develop a significant relationship with all significant decision influencers such as group leaders, section heads, maintenance personnel, and administrative staff.
- Make sure that the decision influencers and decision-makers are aware that the Sales Force's goal is to obtain orders.
- Design strategic and tactical goals.
- Controlling all the visits between company and the customer.
- Using representatives from the management, technology, and support organizations to aid in the development of a real relationship with the customer.

Vodafone Mobile Service Limited - Ahmedabad

Designation: Dy. Manager – Enterprise Sales (23th Oct 2015 – 15th Jan 2017)

Functional Area: Enterprise Sales – Government Segment only.

Job Profile:

- **Competition Churn and New Acquisition**
- **Productivity Of Field Sales Executives**
- **Accounts Penetration**
- **Channel Productivity**

Vistaprint Marketing India Pvt Ltd - Ahmedabad (6th Jan 2015 – 22nd Oct 2015)

Designation: Associate Manager – Corporate Sales (6th Jan 2015 – 22nd Oct 2015)

Functional Area: Corporate Sales.

Job Profile: Revenue generation for the organization through New Acquisition and Farming Accounts in Gujarat.

Bharti Airtel Ltd - Ahmedabad, (24th May 2004 – 5th Jan 2015)

Designation: Asst. Manager – Enterprise Sales (10th March 2010 – 5th Jan 2015)
Functional Area: Enterprise Sales.
Job Profile:

- Manage sales activities of partners to generate revenue
- Coordinate with partners to create and execute business plans to meet sales goals
- Analyze market trends and accordingly develop sales plans to increase brand awareness.
- Evaluate partner sales performance and recommend improvements.
- Educate partners about product portfolio and complimentary services offered.
- Address partner related issues, sales conflicts and pricing issues in a timely manner.
- Manage sales pipeline, forecast monthly sales and identify new business opportunities.
- Develop positive working relationship with partners to build business.
- Stay current with latest developments in marketplace and competitor activities.
- Communicate up-to-date information about new products and enhancements to partners.
- Develop process improvements to optimize partner management activities.
- Work with partners to develop sale proposals, quotations, and pricings.
- Deliver customer presentations and attend sales meetings and partner conferences.
- Assist in partner marketing activities such as tradeshow, campaigns and other promotional activities

Designation: Sr Executive - Corporate Relations (June'06- Feb'11)
Functional Area: CSD - Corporate Relations.
Job Profile:

- Handling Corporate accounts of Airtel, which includes Airtel Corporate, SME (Small and Medium Enterprise), Airtel VIP & High end Accounts.
- Looking after 150+ accounts which includes **Arvind Mills, AMAP Group, IOCL & Infinium Toyota, etc.**
- Taking care of all new accounts right from acquisitions which consist of Closing Sales complains, introduction of entire Bill plan and Process of Airtel, such as Bill generation and VAS related Process for High end VAS like ISD and IR.
- To ensure timely **Collections and Bad debts** of all allotted accounts (Bucketwise).
- To Ensure resolution of corporate customer complaint, query, requests along with non-voice communication & timely create Awareness and sensitivity across all touch points on customer complaints and resolution process through training and visits.
- Proper Relationship management of Corporate accounts by Inducing Sales in Corporate Account, Timely Collection of accounts bucket wise and thus controlling the Bad debts of respective accounts.
- Churn Management of Corporate accounts, through various retention tools.
- Aligning Corporate accounts with Airtel Process through Loyalty programmes & Service Camps.
- Inducing Revenue Enhancement by upselling Premium products like BlackBerry & Airtel Data Cards.

Designation: Executive – Customer service (May '05 to May '06)
Functional Area: CIG (Customer Interface Group)
Job Profile:

Team Leader for the Inhouse call center, which was exclusively providing solutions to Caretouch customers, which is a term in CIG for defining High ARPU, High AON(Age on Network),VIP & critical customers.

- Mentoring total performance of Inhouse call centre.
- Service Levels
- Abandon Rate
- Calls per Sub
- FTR%
- Daily MIS reports flashing to higher ups.
- Organising training programs & outings for CSR's.

Designation: Executive – Customer service (May '04 to April '05)
Functional Area: CIG (Customer Interface Group)

Job Profile:

Worked a CSR (Customer Service Representative), which consists of providing customized resolution to their Query, Request and Complaints.

Rewards and Recognitions :

- Received award for the Best Corporate Relationship Executive of Gujarat for the Year March 07-08. From Head - CSD of Gujarat Mr Ravindra Upadhyay.
- Received Appreciation from CSD Head Mr. Amit Shethia for getting customer (Mr Rakesh Karshanbhai Patel, Vice Chairman, NIRMA LTD) appreciation for prompt resolution of International Roaming problem.
- Received award for **UPSELLING 450** New connections in the month of June 09, in one of my existing account – AMAP.
- Received **STAR PERFORMER TOWN HALL** award in the month of Oct 2010 for achieving 141% against the target for the month of Aug 2010 and playing a pivotal role during Sept & Oct 2010 for cracking a major VODAFONE account (STATE BANK OF INDIA).
- Received **GOLD AWARD** in the month of Nov 2010 for cracking a hugh competition account – SBI and contributing to the postbase and Revenue during H1, 2010.
- Received **CERTIFICATE OF EXCELLENCE** – Sales Award in the month of Dec 2010 for exceptional contribution to business performance in Q3, 2010.
- Received **MAHASANGRAM TOP PERFORMER** award in the month of Nov 2010 for achieving 118% against the target.
- Received **CERTIFICATE OF EXCELLENCE** for becoming a member of the **Airtel Achievers' Club in the March to MACAU** contest for the year 2013-14.

Special Project's & Activity's during this tenure:

- 1) Successfully Completed 6 Sigma Yellow Belt Project .
 - 2) Have Attended Brand Essence Training, held at Hotel Pride by expert trainers.
 - 3) Training for new joinees at call center, about process, product and systems.
 - 4) Training Agents on New product launches and Systems.
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Personal Details**Communication****Permanent Address**

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E-Mail Add. parmar.ritesh@yahoo.co.in

General

Date of Birth. 30th April, 1983 **Age** 37 Years

Marital Status Married

Academic

Certificate/Degree	Duration	Institution	Board/University
SSC (Xth)	1998	DAV public School,Chaibasa	CBSC
HSC (XIIth)	2000	DAV public School,Chaibasa	CBSC
B. Com	2003	MMCC College, Pune	Pune university

Hobbies & Interests

I like Playing Cricket, Listening Music & Driving.

Language Competency

Language	Ability to Speak	Ability to Write	Ability to Read
Hindi	Yes	Yes	Yes
English	Yes	Yes	Yes
Gujarati	Yes	Yes	Yes

Thank you for your time in reviewing my CV.