**PRASHANT TRIPATHI**

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Consummate professional seeking management position in Sales / Marketing & Customer Relationship with leading organization of repute

**ABRIDGEMENT**

**A competent professional experienced in:**

~ Marketing / Sales ~ Channel Management ~ Vendor Management

~ Customer Relationship ~ Business Development

* Qualified MBA (Marketing) with experience in Sales / Marketing, Business Development, Channel Sales, Vendor Management, Public Relations and Client Relationship Management
* Abilities in devising strategies to augment business, streamline channel networks, promote products for business excellence
* Proficient in analysis, assessing & interpreting data and identifying critical issues with ease
* Possesses sound knowledge of existing and emerging industry practices, client mindsets when solving business problems
* Possesses exceptional understanding of organizational behaviour and effective interpersonal & relationship management skills with proven ability to work within strict budgets
* Thorough professional with a proactive attitude, capable of thinking out of the box & generating new ideas
* An effective communicator with strong analytical, problem solving and organizational abilities

**AREA OF EXPERTISE**

## Marketing & Sales

* Identifying key marketing opportunities
* Carrying out effective research & intelligence into competitor products & other trends
* Using sales forecasting to ensure sales & profitability of products
* Constantly keeping abreast of market trends and achieving market share metrics

## Business Development

* Conceptualizing & implementing strategies as a part of market development effort
* Constantly improving business development activities
* Monitoring competition and devising effective counter measures

## 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

**ORGANIZATIONAL EXPERIENCE**

# Bajaj Finance Limited, Ahmedaba, India March 2017

# Management Trainee-Sales

# Product-SAL LAP

# To Increase sales of the allotted area and try to convert the lead within the Geo-Limit

# To communicate with the Customer over a telephonic discussion & explain him the product

# To explain the procedure of loan to customer and take the necessary documents required for approval of Loan.

# Handling the Team for better conversion of given leads

# Co-ordinating with Credit team as well as operation team for conversion of loan

# Collecting required documents for Disbursal of loan.

# To Increase the sales with the help of CIBIL lead

# Philips Electrolux Electronics Limited (PE Electronics), New Delhi, India May 2016

# Management Trainee-Sales

* + To Increase Sales of designated area (East Delhi)
  + Short term analytics based projects through cross functional interaction to increase sales productivity
  + Work with the field force in the respective assigned territories for the sales administration area, coordinate with the field staff to track various sales dimensions and follow up
  + Maintaining relationship with your dealer, sub-dealers etc
  + Forecast market trends & market dynamics
  + Weekly & monthly sales trend analysis
  + To compare & analyze the growth of Industry Vs PE in FMCD Sector
  + Providing price benchmarking details of each product
  + Finding out the prices of competitor’s model by visiting market
  + Identify & analyze the data of Stock Vs Sales for each month
  + To compare & analyze the data of Stock Vs Sales in FMCD sector

# Notable Attainments:

* + Able to identify and qualify new potential clients
  + Able to communicate effectively with key decision makers i.e. Proprietors and HOD
  + Ability to recognize buying and losing signals
  + Ability to research potential corporate clients in details
  + Conversant with Microsoft office applications and CRM database systems
  + Knowledge of how to cleanse and maintain prospect and customer records on the database
  + Meet and exceed new business targets and KPI's
  + Promotion compliance and implementation
  + Experience of working to targets

**ACADEMIA**

2016 PGDM (Marketing) from Balaji Institute of Modern Management, Pune 2013 B.E. (I.T) from Universal College of Engineering & Technology, Ahmedabad

2009 12th from Seventh Day Adventist Higher Secondary School (ISC Board), Ahmedabad 2007 10th from Seventh Day Adventist Higher Secondary School (ISC Board), Ahmedabad

**INTERNSHIP**

Organization : GCMMF(Amul) Duration : 60 Days

Description : To determine the market share of AMUL in particular area & comparison to find the major competitors of Amul

**PERSONAL DOSSIER**

Address: T-263, Saraspur Railway Colony No-1, Saraspur, Ahmedabad - 380018. Date of Birth: 14th May, 1992

Languages Known: English, Hindi and Gujarati