**HIMANSHU MEHRA**

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**BBA from CCS University, Meerut with more than 8.2 years of Marketing, Training & Development experience**

**CAREER SNAPSHOT**

* BBA with more than 8.2 years of experience predominantly in Sales & Team Management
* **Sales & Business Development**
* **Staff Development & Motivation**
* **Key Account Management / Retention**
* **Presentation & Training**
* **New Customer Acquisition / Customer Service**
* Handling Conflict Management
* Handling New Product Launch & Strategic Branding
* Experienced in Business-to-Business & Consumer Marketing and Personal Goals
* Also experienced in Level 1 Recruitment and Team Profitability

**AREAS OF INVOLVEMENT**

* **SALES AND BUSINESS DEVELOPMENT**
* To analyze market changes, implements programs with the sales team to meet these changes, i.e., changes brought about by political, economic and competitive changes in the market place.
* To identify strategic thinking, creative business planning and development, brand management, marketing communications, sales tactics and identifying and maximizing opportunities across diverse sectors like Insurance, Banking & Entertainment Sector.
* Design and develop sales & marketing plans/programs for the Fortune 500 clients to ensure customer loyalty and maximum revenue.
* Responsible for demonstrating the product, handling prospect objections, Comparing your product to your competitors', Implementation plans, Setting up a trial of your product, if applicable
* **STAFF DEVELOPMENT & MOTIVATION**
* To encourage employees to take ownership of their jobs and to strive for personal excellence
* Discuss what employees learned in office and on field and support the integration of new ideas/methods into their work responsibilities
* Develop and Motivate Staff by Providing direction, support and challenge to build motivation, confidence and is useful for extending someone
* Provide opportunities for employees to develop through:
  + Mentoring
  + Cross Training
  + Public Speaking
  + Self Assessment
  + Individual Financial Management
* **KEY ACCOUNT MANAGEMENT/ RETENTION**
* To improve the utilization of the sales resources and understanding the importance of managing account
* Increasing customer loyalty and customer retention, this in turn drives down overall cost of sales
* To identify Selling Millipore Service which includes, what do we sell, whom do we sell, Why would customer buy from us and Why will prospect choose someone else.
* To sell a specific solution to solve a customer’s problem or satisfy a need
* Ability to attract and retain new customers,  giving the customer what they expect, creating customer loyalty and customer satisfaction

**WORK EXPERIENCE**

**TIMELINE : JANUARY 2011 TO NOVEMBER 2015**

**COMPANY : APPCO Marketing India Pvt. Ltd.**

**DESIGNATION : Assistant Manager**

**LOCATION : Ahmedabad**

**CLIENTS : FUTURE GENERALI INDIA INSURANCE CO. LTD. (Insurance sector)**

(We used to sale personal accidental policies of FUTURE GENERALI [ACCIDENTAL SURAKSHA COVER]

I was supposed to do 500 policies in a month with 12 people)

**: ICICI BANK (Credit card division)**

(We used to sale Credit Cards of ICICI BANK [Sapphiro, Rubix, Coral, HPCL coral]

With 15 people I was supposed to do 600 credit cards with minimum 67% of approval rate)

**: TATA SKY, Reliance Big TV (Entertainment sector)**

(I used to do 200 connections in TATASKY and as well as RELIANCE BIGTV.)

**TIMELINE : FEBRUARY 2016 TO SEPTEMBER 2016**

**COMPANY : Indusind Bank Limited**

**DESIGNATION : Branch Sales Manager**

**LOCATION : Ahmedabad**

**ROLE AND RESPONSIBILITY:**

* Direct all operational aspects including distribution operations, customer service, human resources, administration and sales
* Assess local market conditions and identify current and prospective sales opportunities
* Develop forecasts, financial objectives and business plans
* Meet goals and metrics
* Manage budget and allocate funds appropriately
* Bring out the best of branch’s personnel by providing training, coaching, development and motivation
* Locate areas of improvement and propose corrective actions that meet challenges and leverage growth opportunities
* Share knowledge with other branches and headquarters on effective practices, competitive intelligence, business opportunities and needs
* Address customer and employee satisfaction issues promptly
* Adhere to high ethical standards, and comply with all regulations/applicable laws
* Network to improve the presence and reputation of the branch and company
* Stay abreast of competing markets and provide reports on market movement and penetration

**TIMELINE : SEPTEMBER 2016 MARCH 2018**

**COMPANY : HDFC BANK LIMITED**

**DESIGNATION : Merchant Relationship Manager**

**LOCATION : Ahmedabad**

**ROLE AND RESPONSIBILITY:**

* Direct all operational aspects including distribution operations, customer service, human resources, administration and sales Responsible for portfolio growth through a series of aggressive merchant acquisition, sales and relationship management activities including reviewing and analyzing MIS Reports for monitoring of sales performance and profitability
* Prospecting new accounts and manages a portfolio of accounts primarily covering the spectrum of global companies in operating in Singapore and the region
* Attend to new/potential merchant enquiries, setting up of new merchants’ applications and acquiring of new merchants; communicate proactively with the merchant on business issues and opportunities
* New merchant acquisitions and developing merchant relationships
* Involved in the implementation of strategic plans for new program requirements and design solutions for acquiring, growing and retaining business
* Capitalized on Citibank’s solutions and cross-sell and, to corporate and cards marketing’s clients
* Drive root cause analysis/corrective action process to ensure account team is improving service levels by analyzing corrective actions
* Problems resolution, including escalation of issues to the correct department
* Ensure appropriate merchant metrics are generated, data is accurate and reporting deadlines are met on a timely basis
* Tracking on Outstanding Payments of Merchant Accounts and ensure A/R are within the aging period
* Able to analyze data extracted for MIS reports, business reviews and market analysis purposes
* Monitor chargeback and fraud volumes of merchant accounts and ensure follow-up programs are implemented in response to red flags of high risk merchants
* Invoicing of services rendered and identifies inactive accounts for culling

* **KEY PROJECTS HANDLED:**

**RESPONSIBILITIES:**

PRODUCT MANAGEMENT

* Generating business growth for these four clients through client acquisition, increasing sales volume, and by driving sales through effective prospecting techniques
* Manage sales process that begins with cold call and concept sell
* Selling interactive marketing solutions to further develop the awareness and presence of client companies
* Developed monthly and yearly sales and budget forecasts

TEAM MANAGEMENT

* Leading team of 25 people in partnering with top marketing strategy to generate revenue for clients
* Helps team member to learn the essentials of marketing and sales which also includes importance of new customer acquisition, customer service, client representation, brand awareness, revenue generation
* Developing and implementing training courses to further educate team members to helps them achieve next level
* Lead a sales team in prospecting for new customers and conducting interactive marketing needs analysis to further develop client’s marketing presence

**TIMELINE : MARCH 2018 TO TILL NOW**

**COMPANY : ICICI LOMBARD GIC LTD**

**DESIGNATION : SALES MANAGER**

**LOCATION : AHMEDABAD**

**ROLE AND RESPONSIBILITY:**

* Managing 4 regions with more than 25 branches of ICICI bank in Ahmedabad Region.

(**Ahmedabad-1, Ahmedabad-4, ICICI Wealth Management Branches, ICICI Corporate Salary**.

* Leading a On roll team of two unit sales manager.
* Meeting with respective Regional Heads and Regional Head Sales for scaling up the numbers.
* Responsible for ensuring target achievement through the assigned channels.
* To provide a One-stop Sales & Service support to bank employees and their hierarchy.
* To maintain relations with the bank’s team and coach them to sell health products. Resolve queries product and sales related queries.
* Create the excitement for Health Insurance within the bank through various engagement and R&R initiatives
* Knowledge centre for bank sales team.
* To identify the execution gaps in selling Health Insurance through the bank teams and work with the bank sales hierarchy to ensure filling of the gaps for a more efficient & effective sales execution.
* To implement and ensure exceptional customer service and achieve high score of customer satisfaction rating for Insurance.
* To ensure staff personal development program in place and develop succession plan within the respective branches for health products and sale.

**EDUCATION**

YEAR 2011 BBA from CCS University, Meerut, secured 74%

YEAR 2008 Higher Secondary, (U.P. Board) from S.V.I.C., MEERUT, secured 64%

YEAR 2006 Senior Secondary, (U.P. Board) from S.V.I.C., MEERUT, secured 59%

**IT TOOLS SKILL**

* MS Project (2003, 2006)
* MS- OFFICE

**PERSONAL INFORMATION**

Date of Birth: 20th October 1989

Nationality: Indian

Marital Status: Married

Current Location: Ahmedabad, Gujarat

Languages known: English, Hindi, Gujarati

Permanent Address: A-1204,Gala Glory,South Bopal, Ahmedabad-380058 (M) 09904809756

I hereby declare that the aforementioned information is true to the best of my knowledge.

**HIMANSHU MEHRA**