

M. Sathish Kumar

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Objective

To take a challenging and to provide an efficient and effective solution that would help the organization achieve the best solution in business which would increase its productivity in market.

Summary

- Having 17+ years of professional experience in the field of Customer Service & Sales.
- An assertive team player with outstanding interpersonal, communication, negotiation and people Management skills.
- Customer and Team handling.
- Have good experience in ERP & SAP-CRM Module.
- Good exposure in MIS.

Core Competencies

Client Relationship Management
Liaising & Coordination

Presales
Account Management

Policies & Procedures

- Meeting deadlines without compromising customer satisfaction.
- Implementing strategies for customer satisfaction and timely collection.
- Analyzing performance reports of team.
- Identifying areas to improve, and implementing measures to improve performance levels and meet objectives and reporting the same to the Top Management on weekly and monthly basis.

Organizational Experience

Growth Path / Assignments Handled

- Worked as a Sr.Manager- CRM in M/s. Brigade Enterprises Ltd
Feb 2017 to Feb 2021,
Chennai.

- ▶ Handled the 1st biggest 33acres residential project “BRIGADE XANADU” in Chennai.
- ▶ Coordinated with 17 Banks and Financial Institutes for APF for the project.
- ▶ Attended & Resolved customer’s queries and complaints within TAT.
- ▶ Coordinated with projects for modification.
- ▶ Coordinated with Legal Firm & Customers & Sub-Registrar for completing the registration.
- ▶ Ensured the team to achieve the target given by the management.

Highlights

- ▶ Received Best Employee/Star Performer - CRM for the Year 2019-20.
- ▶ Collected overall of Rs.258cr with the timeline.
- ▶ Individually handled 414 Customers Queries/Complaints.

Previous Experience

Growth Path / Assignments Handled

- Worked as a Manager- CRM in M/s. Mantri Developers Pvt Ltd
Oct 2015 to Jan 2017,
Chennai.

- ▶ Handled the most esteemed project of Mantri in Chennai, “SIGNATURE VILLA”.
- ▶ Attended & Solving customer’s queries and complaints within TAT.
- ▶ Preparing reports on monthly basis.
- ▶ Coordinated with customers & Sub-Registrar for completing the registration.
- ▶ Coordinated with projects for modification.

Growth Path / Assignments Handled

- Worked as a Deputy Manager- CRM in M/s. DLF SOUTHERN HOMES PVT LTD
Aug 2014 to Oct 2015,
Chennai.

- ▶ Handled the most prestigious project of DLF in Chennai, “DLF-COMMANDERS COURT”.
- ▶ Handled 342 high-profiled customer’s queries and complaints.
- ▶ Handled customer’s queries and complaints, coordinating for site visits.
- ▶ Achieved targets more than the expectation.
- ▶ Complete responsibility for collecting the payment as per demand raised and processing towards Handing over and Registration.

Highlights

- ▶ Collected the final demand payments of Rs.78cr within a period of 30days.

Growth Path / Assignments Handled

- Worked as a Deputy Manager- CRM in M/s. Puravankara Projects Limited
Feb 2014 to Aug 2014,
Chennai.
 - ▶ Handled project “PURVA WINDERMERE” Phase-1.
 - ▶ Handled 213 customers’ queries and complaints.
 - ▶ Raised demands for customers.
 - ▶ Handled 432 customers’ queries and complaints for the team.
 - ▶ Complete responsibility of the customer from the date of booking till handing over for entire Phase-1.
 - ▶ Coordinate with projects and customer for Modification requests and execution.

Growth Path / Assignments Handled

- Worked as an Assistant Manager- CRM in M/s. Prestige Estates Projects Limited
Sep 2011 to Aug 2013,
Chennai.
 - ▶ Handled the First project in Chennai , “PRESTIGE BELLAVISTA”
 - ▶ Handled 4member CRM team.
 - ▶ Handled 2147 customer’s queries and complaints.
 - ▶ Accountability to make the team to perform.
 - ▶ Achieving targets more than the expectation.
 - ▶ Executing agreements and collecting payments.
 - ▶ Generating weekly & monthly report for Top management.
 - ▶ Providing support to the sales department.

Highlights

- ▶ Executed about 2056 Agreement and Collected Rs.588.39 crores.
- ▶ Individually handled 469 customers and collected Rs.67.93 crores.
- ▶ Have contributed 117 sales with total revenue of Rs 97.89 crores.

Growth Path / Assignments Handled

- Worked as an Assistant Manager- CRM in Mahindra Lifespace Developers Limited
Feb 2007 to Aug 2011
Chennai
 - ▶ Handled Chennai projects: Sylvan County, Aquality & Iris Court.
 - ▶ Raised demands for customers.
 - ▶ Handled customer queries and complaints.
 - ▶ Complete responsibility of the customer from the date of booking till handover.
 - ▶ Handled legal queries efficiently.
 - ▶ Responsible for generating weekly & monthly MIS for Top management
 - ▶ Co-ordination with Project, Accounts department with respect to customer issues.
 - ▶ Heading SAP - CRM Module for Chennai Region.
 - ▶ Conducted SAP sessions internally with the organization.

Growth Path / Assignments Handled

- Worked as an **Territory Sales Officer- Sales** in M/s. Aventure Marketing Pvt Ltd (DSA-HDFC)
Jan 2005 to Jan 2007
Chennai
 - ▶ Responsible for generating leads and carrying out the sales of the business and personal loans.
 - ▶ Closely analyze the market conditions and decide on the strategies need to be adopted for effective revenue generation and sales.
 - ▶ Achieve sales target assigned on a monthly and a quarterly basis.
 - ▶ Planning and executing the Branding activities in all small scale industries, Pvt Ltd companies and Partnership companies. Ensure consistent brand presence in the market
 - ▶ Coordinate with the industries and plan out the activities in the corporate for generating leads and make sure the product reaches the right people.
 - ▶ Planning and executing various marketing activities like melas, road shows and corporate tie-ups etc.

- Worked as an **Executive Sales - Sales & Marketing** in M/s. Geekay Sales Corporation Pvt Ltd
April 2003 to Dec 2004
Chennai
 - ▶ Responsible for tactical brand marketing activities in independent retail outlets
 - ▶ Visit potential customers for new business
 - ▶ Developing strong business relationships to sell new brands
 - ▶ Prepare weekly sales reports and send it to sales manager

Academic Qualification

B.B.A (Marketing Management)

Academic Year - 2007-2010.
University - Tamilnadu Open University (TNOU).

DCT (Diploma in Computer Technology)

Academic Year - 2000-2003.
School - Thiru Sevenhills Polytechnic

SSLC

Academic Year - 1999-2000
School - A.G. Jain Higher Secondary School.

Computer Knowledge

Operating System	-	MS DOS, WINDOWS 95/98/2007
Application	-	Ms Office (Ms Word, Ms Excel, Ms PowerPoint)

Personal Details

■ Father Name	:	A. Murthy
■ Sex	:	Male
■ Nationality	:	Indian
■ Date of Birth	:	20 th February 1985
■ Marital Status	:	Married
■ Languages	:	Tamil, English & Hindi.

Permanent Address

No: 8, Managalapuram 3rd Street,
Chetpet, Chennai - 600 031.

Place : Chennai

Date : **(M.Sathish Kumar)**

References:

1. Mr. Lokesh
Mantri Developers
Chennai
Mobile No-9840633000

2. Ms.Jayashree
Emerald Haven Realty Ltd,
Chennai
Mobile No-9841030215