

Bevi Rani

Channel Management

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Aspiring towards Senior Level Assignments in Sales/ Business Development / Channel Management with a reputed organization.

Core Strength

- ☒ Product Planning
- ☒ Customer Relationship
- ☒ Strategic Team Handling
- ☒ Business Development
- ☒ Product / Service handling
- ☒ Sales

Profile Summary

- ☒ A "Performance Driven Professional" with over 20 years & 9 month of experience across Sales, Business Development, Customer service, Channel Management and Team Management.
- ☒ Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales strategies.
- ☒ Implementing sales promotion plans & new concepts to generate sales for achievement of targets; coordinating the promotional activities for new releases & special products.
- ☒ Identifying the network with financially strong and reliable channel partners, resulting in deeper market penetration and improved market share.
- ☒ Planning and implementing the schemes to achieve the business objectives; meetings conducted to know new product requirements.
- ☒ Devising strategies to improve the commercial performance by increasing its turnover and maximizing profitability; instituting procedure in place to control expenses.
- ☒ Maintaining customers focus on all times and answering to customer's enquiries using the standard guidelines.

Core Competencies

Customer Relationship Management

- Effective Management of Customer Relation Operations and ensuring maximum Customer Satisfaction by providing timely disbursal and clarification of pre and post disbursal queries.
- Developing and maintaining corporate relationships for accomplishment of group objectives by generation of business.

- Coordination with different divisions and outsourcing agencies to give a faster service to the clients and ensuring minimum TAT.

Business Development

- Business planning, forecasting and analysis for assessment of revenue potential in business opportunities.
- Conducting competitor analysis by keeping abreast of market trends & achieving market share metrics.
- Managing customer related activities & forwarding customer instructions to the concerned department and ensuring customer satisfaction by achieving delivery & service quality norms.
- Utilizing public information and personal network for developing marketing intelligence so as to generate leads

Sales

- Forecasting monthly/annual sales targets and executing them in a given time frame thereby enhancing existing clientele.
- Devising & effectuating competitive selling programs/strategies to improve product awareness & enhance business growth.

Team Management

- Designing and implementing strategies for building team effectiveness by promoting a spirit of cooperation between team members.
- Conducting meetings for setting up sales objectives and designing or streamlining processes to ensure smooth functioning of sales operations.

Leadership

- Providing leadership, managing long term plans, identifying risks, opportunities, and options.
- Promoting a culture of informed decision making ensuring that units of corporate responsibility are planned, structured and focused.
- Mentoring, motivating and coaching talent to achieve the objectives.

Organizational Experience

Diehard Solutions Company (Security & surveillance)

July 2023 – Dec 2023

Designation : Store Manager

Location : Amritsar

Calyfone Communications (Franchisee)

July 2017 – Sep 2022

Designation : Team Leader

Location : Amritsar

Team : 15 Team Members

Gee Kay Enterprises

July 2015 – May 2017

Designation : Coordinator
Location : Jalandhar

JOSHI TELECOMUNICATION (Franchisee & Showroom)

April 2012 – May 2015

Designation : Store Manager
Location : Amritsar
Team : 6 Team Members

AIRTEL (Franchisee & Showroom)

March 2007 – Jan 2012

Designation : Store Manager
Location : Amritsar
Team : 15 Team Members

IDEA (Franchisee & Showroom)

Aug 2004 – March 2007

Designation : Office In charge cum cashier
Location : Amritsar
Team : 5 Team Members

AIRTEL (Franchisee & Showroom)

May 2002 – June 2004

Designation : Telle caller
Location : Amritsar

Education

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| • Graduation from CMJ University | Year 2012 |
| • 12 th from P.S.E. Board | Year 1998 |
| • 10 th from P.S.E. Board | Year 1996 |

IT Skills

- Windows, MS office (Ms Word, Ms Excel, Power Point & Access) and Internet, Accounts

Personal Details

Date of Birth : 2nd October 1979
Marital Status : Married
Address : House no.722/6 , Krishna Street , Near Chintpurni Chowk Amritsar (PUNJAB)