

Bevi Rani

Channel Management

divyrajputh2003@gmail.com  
+919876557000 +91 8437177346

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

- Graduation from CMJ University Year 2012
- 12<sup>th</sup> from P.S.E. Board Year 1998
- 10<sup>th</sup> 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 : 2<sup>nd</sup> October 1979  
Marital Status : Married  
Address : House no.722/6 , Krishna Street , Near Chintpurni Chowk Amritsar (PUNJAB)