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Top level assignments in Sales & Marketing / Business Development with an organisation of repute

PROFESSIONAL PROFILE

- ☞ **A dynamic professional with over a decade** of experience in **Strategy Planning, Sales & Marketing, Business Development, Project Management, Key Account Management and Man Management.**
 - ☞ **Associated with Bharti Airtel Ltd. as Sales Head – Enterprise Services – Rajasthan.**
 - ☞ A keen planner & strategist in managing business operations with focus on top-line & bottom-line performance and expertise in determining company's mission & strategic direction as conveyed through policies & corporate objectives.
 - ☞ Adept at handling a wide spectrum of sales & marketing activities from developing business plans/ marketing strategies to implementing and executing them in real time sales environments
 - ☞ Expertise in marketing & prescription, developing network, promotion of products, enforcing planning to achieve target, etc.
 - ☞ Adroit in handling the entire corporate communication in the markets & handling the brand promotion of the products in order to increase visibility of the same in the market.
 - ☞ An excellent performer with excellent negotiation skills, exceptional solving abilities and keen client assessment aptitude.
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AREAS OF EXPERTISE

Strategic Planning

- ≈ Strategizing the long term business directions for major products by executing ground level strategies for achieving sales targets in line with organizational objectives.
- ≈ Controlling of expenditure & formulating departmental budgets ensuring adherence to planned expenses.
- ≈ Identifying & developing new streams for long term revenue growth and maintaining relationships with customers to achieve repeat/ referral business.

Sales & Marketing/ Business Development

- ≈ Analysing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies.
- ≈ Managing sales and marketing operations, ensuring accomplishment of set business targets; formulating strategies and reaching out to the unexplored market segments/customer groups for business expansion.
- ≈ Conceptualizing & implementing services plans / policies for the organization, organizing promotional campaigns and ensuring accomplishment of business goals.

Channel Management

- ≈ Identifying, assessing and appointing distributors and direct dealers, establishing strategic alliances / tie-ups with financially strong and reliable channel partners, resulting in deeper market penetration and reach.
- ≈ Implementing corporate guidelines at dealerships to maximize sales and accomplish revenue and collection targets, upgrading existing dealer infrastructure.
- ≈ Building brand focus in conjunction with operational requirements; ensuring maximum brand visibility and capture optimum market shares.

Key Account Management

- ≈ Identifying prospective clients, generating business from the existing clientele, thereby achieving business targets & profitability.
- ≈ Maintaining healthy & cordial relationships with the clients for expanding business & resolving the queries & complaints for high customer satisfaction.
- ≈ Launched several customer focused projects in the region resulting in higher CSI.

Team Management

- ≈ Providing direction, motivation & training to the field sales team for ensuring optimum performance for all operational sales related departments.
- ≈ Training the team & ensuring adherence to the norms; reviewing yearly performance of sales team in the states for reporting to top management.
- ≈ Conducting meetings for setting up sales objectives and designing or streamlining processes to ensure smooth functioning of sales operations.