

Sales Development ★ Revenue Generation ★ Client Acquisition ★ People Management

☞ **Growth Oriented Professional** and qualified **MBA (Marketing & Finance)** with experience in delivering breakthrough sales results, defining sales strategy and recovering business performance through New Client Acquisition ☞

☞ Merit of significantly **increasing the revenue at Pan India level**, backed by numerous awards and recognitions; currently leading a team of **12 members** including **2 team leaders** and **10 executives** ☞

Core Competencies

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|-------------------------------|----------------------------------|----------------------|
| ▪ Strategic Planning | ▪ Lead Generation | ▪ Marketing |
| ▪ New Business Development | ▪ Business Analysis | ▪ Revenue Generation |
| ▪ Client Portfolio Generation | ▪ Requirement Gathering | ▪ Brand Awareness |
| ▪ Market Research | ▪ Client Relationship Management | ▪ Team Leadership |

Technical Purview: Well versed with Tally, IRDA, MS Office (Excel, Word, PowerPoint) and Internet applications

PROFILE SYNOPSIS

- **Business and Sales Accelerator** with enriched experience in:
 - ✓ Offering tactical sales plans, identifying business opportunities, meeting sales targets & **creating new revenue streams**
 - ✓ Acquiring new clients, retaining current accounts and expanding customer base
 - ✓ **Generating new sales** that will turn into long-term business relationships
 - ✓ Conducting market research to understand brand dynamics, and target audience
 - ✓ Handling 'Brand Building' and 'Market Development' to safeguard the organizational value
- Strong aptitude in maintaining knowledge **of company's product portfolio** while ensuring correct competitive positioning
- **Client-centric** in interfacing with key clients for understanding their requirements and suggesting the most viable services
- **Team-oriented**, able to juggle multiple priorities, take initiatives and ownership of work to ensure seamless operations

WORK EXPERIENCE

Assistant Sales Manager
JustDial Limited | Feb '16 - Present



Growth Path: **Team leader** | Jun '17 ➔ **Assistant Sales Manager** | Sep '18

Accomplishments:

- Bagged **First Position** in Area Sultan Contest by doing 6 contract in ten days
- Consistently delivered exceptional **sales growth at Pan India level**
 - **Top Performer** from Apr '18 - Jun '18, May '18, Jul '18 and Nov '18
 - **Second Performer** from Jan '18 - Mar '18
 - **Third Performer** in Apr '18, Sep '18, Oct '18 and Dec '18
- Successfully leading a team of **12 members** including **2 team leaders** and **10 executives**

Key Deliverables

Sales and Business Development:

- Explaining JD services to customers; generating customer interest and converting them into clients within assigned territory
- Finding new prospects through cold calls, marketing, and other resourceful means; targeting existing customers for upsell opportunities
- Participating in planning & executing sales promotions while analysing sales figures, tracking sales team performance on regular basis and maintaining sales report
- Synthesizing demand at customer/market level into a roadmap to ensure business value, consistency, adoption of best practices, innovation and scalability of solutions
- Pursuing market development opportunities & achieving continuous growth in sales volume and market share year-on-year

Marketing Initiatives:

- Monitoring the entire marketing structure and ensure financial success for sustainable growth of the firm
- Deploying innovative marketing strategies to capture & retain market share for achieving business growth, profitability targets & customized marketing thrust
- Performing market research involving study of diverse industry and data evaluation to develop a better understanding of the market scenario
- Improving the business foothold and accomplish sales targets by converting the leads into business development prospects

Team Coordination & People Management:

- Leading a team of **12 members** and communicating sales activity to contribute to product and service planning
- Organized sales pipeline to present a superior overview and facilitate sales team in achieving business goals and quota
- Training and motivating new employees hired by the company and working effectively in a multi-stakeholder environment for achieving challenging Sales Target and Gross Profit margins
- Scouting business prospects and communicating business plans to existing & potential customer
- Serving as the link of communication between key customers and internal teams; identifying opportunities for business network expansion

Customer Relation Land Craft Developer | Apr '15 - Jun '15



- Handled back office related operations and customer queries
- Assessed customer reviews, to improve customer experience by resolving client issues
- Identified prospective clients and generated new business by building opportunities; analysed client's requirements and provided best services accordingly

Insurance Consultant Bajaj Allianz | Jan '13 – Jan '14



Received Early Bird certificate for good performance

- Spread awareness to customer about the benefits of Insurance Policy
- Drove increased revenue and profit to achieve the company's growth & corporate objectives
- Identified potential clients by generating leads & opportunities through market visits, cold/warm calling, database study etc.
- Conceptualized & executed brand establishment strategies to drive sales, augment turnover & achieve desired targets

EDUCATION

- 2016** **MBA (Marketing & Finance)** from IP University
- 2013** **Bachelor of Commerce (B.Com)** from Vinayaka Mission University
- 2010** **Class XII (CBSE)** from Dehradun Public School
- 2005** **Class X (CBSE)** from Dehradun Public School

~References & other documents will be available upon request~