



# IMRAN ZAIDI

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## **Career Summary:**

- Fifteen years of professional experience in sales and marketing, business development of banking sector with working Knowledge about different department's viz. Insurance, collection and finance.

## **Professional Experience:**

**Sr Universal Banker**  
**June 2019 – Present**



**Job Profile:** Sales & Marketing

- Utilized sales techniques to uncover customer needs and match to the banks products and services.
- Responsible for the sale of multi product.
- Identifying the target segment and ways of reaching them effectively.
- Visiting the HR and Accounts Dept. of different companies and establishing relation with them in order to get the business for the bank.
- Utilized basic sales techniques to deepen existing customer/prospect relationship.
- Mapping the market, tracking competition and conceptualizing innovative ways of advertising and promotion.
- Arranging the data for communication through different channels.
- Calling to the customer for selling the multi-product of the bank like, Credit Card, Balance transfer, Quick cash.
- Sending product presentation to customer by email on daily basis.
- To identify potential customers and building relation with existing and new customers for further business and references.
- To consistently meet and exceed prescribed targets.
- Formulating and implementing training programs for the new joiners to enhance their skills.

**Universal Banker**  
**June 2016 - May 2019**

**Job Profile:** Sales & Marketing



**Sr Sales Officer**

**March 2011 - May 2016**

**Job Profile:** Sales & Marketing



**Sales Manager**

**March 2009 - Feb 2011**

**Job Profile:** Team Management, Sales & Marketing



- To motivate and train team members for achievement of sales targets.
- Motivate, coach and develop sales agents to achieve and exceed sales targets through continuous improvement in all aspects of agents' performance including prospecting and selling skills, product knowledge, time management, and processing their business using the appropriate tools and systems.
- Manage all hiring and on boarding needs for life insurance sales agents while fostering a Shared Values working environment.
- Lead the process of mentoring, measuring and coaching Agents.
- Demonstrates proficiency in networking and outbound lead generation.
- Develop annual business plan for assigned mark.

**Team Leader**

**April 2007 - Feb 2009**

**Job profile – Team management**



- Manage team of 9 collector and interview prospective employees.
- Ensure collection officer have a proper plan to do the daily task.
- Manage queues and ensure work is completed with queue at 100% daily.
- Provided leadership and direction for employees supervising activities to drive productivity and efficiency.
- Preparing daily workloads for staff & coordinating the daily allocation of work.
- Motivating the team to achieve high standards and KPI targets.
- Dealing with and resolving problems and issues which arise.
- Mentoring and training up junior and new staff.
- Monitoring & reporting on standards & performance targets.
- Praise team members and creates a positive working environment.

**Collection Officer**

**April 2005 - March 2007**



- Contact consumers and debtors by outbound phone call.
- Skip trace to find phone numbers, addresses, references and places of employment.
- Verify personal identification on right parties and third parties.
- Collect credit card payment through cheque or cash.
- Offer and collect the balance in full, settlement in full or compromise to satisfy the past due amount.
- Daily client visit.
- Daily and monthly reporting to collection manager.

### **Core Competencies:**

- Communication skills
- Teamwork
- Organization and time management
- Leadership and team management
- Supervising Others.
- Team Building.
- Commitment.
- Goal setting.

### **Qualification:**

- **Bachelor of Commerce from M J P Rohilkhand University Bareilly, UP INDIA (2009).**

### **Computer Skills:**

- MS Word
- MS Excel
- MS Power point

### **Personal Details:**

Date of birth: 01-08-1985  
Nationality: Indian  
Languages: English, Hindi, Urdu  
Marital Status: Married

### **Hobbies:**

- Reading books