



PRANJAL KULKARNI

Marketing Manager

Profile

Result-oriented professional with nearly 07 years of experience in Strategic Planning, Sales & Marketing, Business Development, Client Relationship Management, Liaison & Coordination and People Management. Directing productive cross-functional teams using interactive and motivational leadership that spurs people to willingly give excellent results.

Contact

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Pune, Maharashtra, India

Experience

July 2022 - Present

ICICI PRUDENTIAL LIFE INSURANCE LTD. | Pune

Sales Manager

- Achieve the business target each month & quarter
- Trained and coached sales team members to enhance their sales skills
- Developing and implementing strategies to achieve the company's objectives in terms of sales, customer service and operational efficiency.
- To go on sales calls with team members to meet with customers to identify and recommend solutions that fits customers' requirements the best
- Demonstrated strong product knowledge to provide customers with the right insurance solutions
- Supervising the work of the team and ensuring that they meet the performance standards set by the organization
- Developing the employee skills and knowledge through training and coaching.
- Ensuring the team follows the company's policies and procedure, as well as regulatory requirements.
- Fostered strong relationships with customer to ensure repeat business and reference
- Participating in the development and implementation of new product or service

Nov 2021 - July 2022

BAJAJ FINANCE LTD. | Pune

Assistant Sales Manager

- Achieving and exceeding business goals by delivering in business channel as per expectations.
- Develop and Execute plans for business growth
- Drive sales from D2C route to achieve agreed metrics.
- Managing a team size of 14 off role Sales Executives and Coordinate activities of each to ensure a smooth running business.
- Setting up meetings with potential clients and identifying their Insurance needs and providing solutions.
- Building good relationship with channel partners, arranging joint calls for improving sales
- Managing, training, and providing overall guidance to the sales team with using different modes and technologies.
- Monitoring the performance of the sales team and motivating members to meet or exceed sales targets.
- Handling the existing portfolio and adding up the new clients in the portfolio.
- Maintaining the DSR on day today basis.
- Coordinate with compliance team for fulfillment of monthly Audit requirements.

Education

2015	69%
M.B.A. (Marketing) K.K.Wagh I.E.E.R. Nashik	
2013	57%
B.B.A (Finance) BYK College of Commerce, Nasik	

Skills

Sales & Marketing
Operations Management
Revenue Generation
Business Development
Client Relationship
Management MIS
Management
Liaison & Coordination
Training & Development
Performance
Management Team
Building & Leadership

Language

English
Hindi
Marathi

Experience

May 2015 - Nov 2021

HDFC SALES PVT LTD | Pune

Deputy Manager

- Played a key role in contributing major OM business for the location.
- Holds the distinction in sourcing open market business of Life and Non-Life and achieve the targets assigned, covering min 1 time of team cost
- Track record of month-on-month revenue generation 4-5 times
- Acknowledged for tracking and analyzing various HL file reports, Target Vs achievement reports, Renewed & Lapsed policy MIS, Projected Incentives, Activation report, Weekly penetration, Open Market report and provide direction to the team towards increasing their productivity
- Engaged in review and implementation of performance sheets in conjunction with team members
- Adjudged for ensuring minimum 80% of team to be PE (as per the PE Grid Defined in TM) at any given time.
- Managing Team's life and non-life insurance business along with Fixed Deposits and Mutual Fund business.
- Managing entire team Cost and Revenue justification.
- Responsible for building and maintaining smooth and healthy relationship with Channel Partners & HDFC LTD Team

Achievements

- 125% goal sheet achivement in ICICI PRUDENTIAL life insurance for the period of F.Y. 2022-23.
- Secured Top rank in country for highest sales of life insurance for the period jan19-mar19
- Secured Top rank in country for highest sales of life insurance for the period oct 19 - dec 19
- Qualified in top 25 members for Sri-Lanka tour for highest sales of life insurance in HDFC Sales Pvt. Ltd.
- Qualified in top 15 members for Jaipur tour for highest sales of life insurance in HDFC Sales Pvt. Ltd.