

## SHARON GERALDINE SANTINEER

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**Manager – Global Enterprise Sales – Thomas Cook India Ltd.**

Location Preference: Chennai

### PROFILE SUMMARY

- Result-oriented professional with **nearly 12+years** of experience in Business Development, Sales & Marketing, Key Account Management and People Management
- Proficient in initiating & developing relationships with key decision-makers in target organizations for business development
- Expertise in managing business operations with profitability, forecasting monthly/annual sales targets, & executing them in a given time frame
- An enterprising leader with skills in leading personnel towards accomplishment of common goals

### SKILL SET

Sales & Marketing  
Account Mapping

Business Development  
Key Account Management

Training & Development  
Performance Management

### Professional Skills & Abilities

- Holds the distinction of expanding sales by through innovative selling techniques such all-bound, Strategic marketing and competition rollover.
- Set up meetings between client Key decision makers and company's practice leaders/Principals.
- Efficiently created a new system for generating sales leads which was implemented across the organisation and resulted in an improvement in sales pipeline.
- Identify potential clients, and the Key decision makers within the client organization.
- Identifying potential new clients and turn this into increased business.
- Cold call as appropriate within your market or geographic area to ensure a robust pipeline of opportunities.
- Build relationships with new clients. Plan approaches and pitches. Work with team to develop proposals that speaks to the client's needs, concerns, and objectives.

### WORK EXPERIENCE

**Apr'19 to Till Date with Thomas Cook India Ltd, Chennai**  
Manager – Global Enterprise Sales

**Oct'17 to Jun'18 with Hicare Services Pvt Ltd, Chennai**  
National Key Accounts Manager – Sales

**Sep'16 to April'17 with RPS Consulting Pvt. Ltd, Chennai**  
Business Development –Enterprise Sales

**May 2009 to Sep 2016 with Cognex Technology Pvt. Ltd, Chennai**  
Business Development Manager

**Apr 2007 to Apr 2009 with Procter & Gamble, Chennai**  
Senior Beauty Consultant

## **Growth Path:**

### **Roles & Responsibilities: (Thomas Cook India Ltd)**

- Corporate client acquisition with minimum volume of 5cr.
- Expert in RFP bidding process & negotiate contracts or rates with clients.
- Establish parameters, quotes and negotiate travel trade contracts with operators or agents.
- Focus on establishing client network base & creation of new opportunities including business development in the Market (hunting role).
- Achieved the numeric sales quotas (% of accomplishment in the set quarterly/annual numeric KPIs; CRM data).
- Customer approach with upselling skills to meet their end-to-end travel requirements incl. Forex.
- Execute product improvements by researching industry, market trends and business opportunities.
- Retention of existing clients by providing excellent service.
- Building relationships and networks by an effective collaboration with customers/partners/internal departments.
- Promote and produce sales leads for TCIL within its respective areas. Implement and execute all sales objectives and action plans to reach and exceed set targets.
- Establish and maintain files of major accounts and assist in maintaining the accounts management system.

### **Roles & Responsibilities: (Hicare Services Pvt Ltd)**

- Handling NKA(National Key Accounts). Handling all sales & operations related issues.
- Developed strategies to enhance business and increase customers for services/products.
- Evaluating target market sectors and proposed marketing strategies.
- Engaged in cross selling and up selling activities with the existing clients.
- Retention of existing clients by providing excellent service.
- Ensuring service satisfaction of clients and resolving issues/queries of client in a timely manner.

### **Roles & Responsibilities: (RPS Consulting Pvt Ltd)**

- Identifying potential corporate client in the assigned market segment.
- Executed corporate trainings and organised certification programs for enterprise customers. (HCL/TCS/CTS/Olam/L&T), to name a few.
- Identifying key decision makers.
- Liaised with customers and effectively dealt with customer's requirements.
- Calls on new accounts to assess customer service requirements.
- Identifies client complaints with existing services and initiates action plan with operations and client services to ensure prompt resolution of problems.
- Maintains a current prospective business report identifying potential business and activities necessary to close client accounts
- Develops prospective client sources utilizing various communication mediums, including personal contact mailings and planning client seminars

### **Roles & Responsibilities: (Cognex Technology)**

- Responsible for all the branch operations including marketing, administration & counselling the candidate's etc. Managing 12 member's team, assigning targets to them. Organized certification

programs in connection with colleges.

- Maintained team by creating the marketing plans giving the necessary training that is required regarding the training programs. Organized certification programs in connection with corporate & colleges.
- Co-ordinate with companies in creation of the employment opportunities for the candidates. Handled all type of problems that arose during my tenure that includes grievances of the candidates if any, Contact with line managers / supervisors to build up schedule for training materials making the draft of training documents. Manage training materials stipulated by regulations.
- Distribution, management of training materials as regulation of procedures to control documents. Backup, check training materials periodically. Record training plan, training program. Record employee list who are trained
- Record results of evaluation and training; Records of training specialist and training suppliers, Archive records of training, including course content, the training, number of students, results, feedback.

#### **Roles & Responsibilities: (Proctor & Gamble)**

- Spending time with customers, helping them to choose products, understanding skin type, face shape and colouring, and knowing which products will be most effective and best suit their customer
- Recommending products which will suit their customer's lifestyle and age, keeping up to date with new ranges of products, fragrances and colour range.

#### **SKILL SET**

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|---|--|
| ➤ Operating System: Windows XP/vista/7.         | ➤ Ability to work flexibly across a wide range of contexts |
| ➤ MS-Office: MS-Word, MS-Excel & MS-PowerPoint. | ➤ Self-motivation and the ability to work independently    |
| ➤ Excellent planning and organizational skills  | ➤ Marketing/Promotional skills and advantage               |
| ➤ Good communication skills                     |  |

#### **ADDITIONAL SKILLS**

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|--|-----------------------------------|
| ➤ Dedicated, Consistent and Self-motivated.          | ➤ Friendly, kind natured.         |
| ➤ Have good analytical skills and creative thinking. | ➤ Practicing Yoga and Meditation. |
| ➤ Innovative, flexible, team facilitator.            | ➤ Good interpersonal skill        |

#### **ACADEMIC DETAILS**

**Bachelor of Business Administration (BBA)**

#### **PERSONAL DETAILS**

**Date of Birth:** 29 December 1987

**Languages Known:** English, Tamil