

V B BALAJI
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Sales Professional – Chennai & Dubai

Successful profit-driven management professional qualified by over 9+ years of visible achievement in Client Acquisition, Strategic Collaboration, Business Development, Key Account Management & Service Management. Building relationships with CXO's across industry and closing high volume deals in a heavily competitive environment.

An Inspired leader, confident, competitive, and passionate about achieving sales performance.

Core competences:

**Acquisition / Business Development
Sales & Revenue Generation**

**Conceptual Sales / Service Marketing
Marketing & Campaigns**

**Account Management
Customer Retention**

Professional Experience

Al Reyami Technologies, Dubai

Business Development Executive

July 2019 – Apr 2020

B2B sales of UTAX (Kyocera) MFPs, Printers, Managed Print Services & other products to new Corporates, Educational Institutions and SMEs

1. New Acquisitions – Closed deal for 140 Microsoft licenses for AED 30,000/- and for 2 MFPs for 2 sites with prestigious engineering firm City Diamond Contracting
2. Generated Managed Print Services deal for 70 MFPs with software from Al Sagr for all branches across UAE and 40 MFPs with software for University of Wollongong in span of 9 months
3. Product categories managed – MFPs, ELV & AV Solutions, IT Infrastructure Services, Document Management Services and Software Services
4. Relationship Management – Maintain good rapport with customers, handle seamless issue resolution to enhance customer experience and drive market adoption

Smart Solutions & IT Technology LLC, Dubai

Territory Sales Executive

Mar 2017 - Jun 2019

B2B sales of Triumph Adler (Kyocera) MFPs, Printers, Managed Print Services, IT, Telecom, AV solutions to new corporate customers in assigned territory

1. Increased Triumph Adler presence in Business Bay Area with YoY growth of 52% in 2 years with incremental business of AED 6,00,000/- from new acquisitions
2. On boarded 65 new major corporate clients 2 years – West Zone Supermarket Group, Future Metro, Al Sagr National Insurance, SMEG Group of Companies, Vision Construction and Phoenix Commodities
3. Market Research – Map market potential for service offering, drive marketing activities to strengthen the brand and increase market penetration

Pixel Digital Systems LLC, Dubai

Territory Manager

April 2016 - Dec 2016

B2B sales of Gestetner (Ricoh) MFPs, Printers, Managed Print Services, IT Infrastructure Services, ELV and AV solutions to new corporate clients in assigned territory

1. On boarded 8 new corporate clients in Business Bay Area in span of 8 months
2. Closed the deal of major freight forwarder in region – Freight Systems (12 Branches supplied 12 MFPs)
3. Bagged the first IT AMC contract worth AED 20,000/- from an Engineering firm in the assigned territory

Graphic International Center LLC, Dubai

Business Consultant

Jan 2014 - Feb 2016

B2B sales of Ricoh (Rex rotary) MFPs and printers (A3/A4) and Managed Print Services to new corporate customers, global clients and existing account management

1. Sold 65 units of MFPS and printers in span of 2 years & achieved AED 8,50,000/- revenue target in FY 15-16
2. Handled major and global accounts like Emarat, Goltens Shipping, Galadari Advocates & Legal Consultants, Henkel, Bayer's, Al Wasl, Dubai International Real Estate
3. Market Mapping – Closed deals with new corporates and SMEs like Dubai intl real estate, Propel intl, Meta business man services, Blom bank france and did a complete mapping of major banks in UAE

Kyocera Document Solutions India Pvt Ltd, Chennai

Senior Territory Manager

Oct 2012 - Dec 2013

B2B sales of Kyocera MFPS, Printers and managed print services to major corporates, educational institutions and SMEs

1. Achieved YoY growth of 27% with highest incremental business from new acquisitions worth INR 10,00,000/-
2. Bagged the first order in Chennai from an Engineering Firm worth INR 2,20,000/- for Kyocera A0 wide format MFP
3. Account wise project mapping for all major accounts, to extensively follow up for orders from the initial inquiry stage and plan with internal stakeholders in executing orders in stipulated time

Standard Chartered Bank, Chennai

Associate Relationship Manager

Nov 2011 - July 2012

Responsible for Client relationship, portfolio management and business management in Chennai region

1. Products handled – CASA, Credit cards, Loans, Insurance, Investments, Locker facility and other service to HNI clients
2. Profiling Customers and provide financial products to meet customer needs
3. Managing customer centric operations & ensuring customer satisfaction by achieving delivery & service quality norms

American Express Services India Ltd, Chennai

Relationship officer (Sr. Relationship officer wef August 2011)

Aug 2010 - Oct 2011

B2C Sales of American express credit cards for HNI clients (Salaried and self-employed) in Chennai region

1. Achieved 90% of annual revenue target in 10 months with 200 successful applications processed
2. Generate business through HNI individuals from corporates with salary bracket starting from INR 50,000 per month and above Self-employed with income of INR 4 lacs and above annually
3. Sourced cards for GMs, VPs, CEOs, CFOs of Express Avenue, Inautix, Everonn and other prestigious organizations

Education

PGDBE in Marketing, WLCI (A part of Wigan & Leigh College, UK), Chennai, 2010 70%

B.Sc in Electronic Media, Hindustan College of Arts & Science, Chennai, 2007 60%

Personal Details

Date of Birth: 26th Oct, 1986

Marital Status: Single

Linguistic Skills: English, Tamil & Hindi

Declaration

I hereby verify that all the information furnished above is true to the best of my knowledge and belief.

V B Balaji