



KASTURI BANERJEE

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PROFILE SUMMARY:

A meticulous and organized individual with 12 years of experience and deep understanding of Customer Service, Corporate and Digital sales, Lead management and Business Development.

- Adroit in handling the business development, identifying & developing new markets, handling lead generation & client retention and achieving the set targets.
- Building and maintaining healthy business relations with all clients, focusing majorly on key accounts thereby ensuring proper objection handling by achieving on - t i m e delivery & service quality.
- Handling complaints with maturity and providing essential guidelines and support to end users thereby boosting the growth.
- Managing activities pertaining to negotiating and finalization of deal for smooth execution of sales.

KEY STRENGTHS:

- Quick learner who adapts quickly to new environments in terms of roles and technologies as well.
- Excellent logical abilities and analytical skills.
- A constant drive towards improvement.
- Excellent team player - believe in team achievements rather than personal achievements.
- Positive attitude even under pressure.
- Sincere and systematic in approach

EXPERIENCE: REGUS

Oct 2019 – Nov 2021 Area Sales Manager

- Drive sales of the entire product range, matching prospective customers requirements to the relevant product
- Generate a proportion of your own enquiries by networking, marketing, cold calling and engaging with agents and brokers.
- Marketing the centers' to new customers through the use of social media, referrals and networking. Showcase the centre to new customers with the benefits of customized and flexible workplace solutions
- Providing excellent service to existing and new customers

July 2017 – Oct 2019 HOUSING.COM

Key Account Manager- Corporate Sales

- Responsible for new client acquisition and proper service to ensure renewals
Responsible for the entire process of cold calling, lead management, sales and business development.
- Ensuring end to end client relationship management and servicing
- Tracking of competition data and ensure proper coverage and revenue
- Responsible for achieving sales and revenue targets
- Constantly look for ways to improve the sales force efficiency while implementing tools to manage its performance
- Develop long-term relations with group of clients for better and on-time renewals

July 2014 – July 2017 Magicbricks Realty Services Ltd. - TIMES GROUP

Senior Account Manager – Corporate Sales

- To retain / acquire new retail clients in the specified region/ market
- Achieving the sales / revenue target from new clients and ensure timely collection of all revenue from clients.
- Create / maintain excellent relationships with clients. Interact regularly with the clients to ensure a committed and partnership-based relationship
- Tailor pitch/ customize the product according to the customer requirements
- Keeping a regular track on market conditions, competition and other factors influencing sales
- Comply with Sales process and mechanism of the company to ensure Business professionalism & integrity.
- Develop and maintain contacts to the customer in all hierarchy levels.

September 2012 – June 2014 MONSTER INDIA PRIVATE LIMITED as Corporate Relationship Manager

- Focusing on existing accounts with a client centric retention strategy
- Mapping the requirements of the clients and providing them the best solution to meet their recruitment / branding needs effectively
- Following complete sales cycle and ensuring payment collection.
- Closely monitoring of competitor activities and assisting in planning counter strategies
- Achieving sales objectives, revenues by selling, up selling and cross selling varied offerings including branding options.

June 2010 – September 2012 INFOCOM NETWORK LIMITED (Tradeindia.com) as Senior Business Development Executive

- Reaching out to SME's - Small & Medium Scale enterprises and work with them offering Business Growth Solutions
- Conduct extensive online research, always understanding marketing and sales strategies from all major e-Commerce competitors
- Offering potential SME's, a cost-effective Business Growth Solution as a sales consultant bringing business opportunities to their doorstep
- Educate clients with the trends of the market and the benefits of associating with us
- Responsible for acquiring business and achieving sales target.

ACCOMPLISHMENTS:

- Qualified and Accredited in Customer On boarding Process in **Regus, IWG plc.**
- Qualified and Accredited in the Business Development Program in **Regus, IWG plc.**
- Recognized as the “Most Valuable Contributor” in **Housing.com.**
- Splendid Performance & Qualifying in the League of Legends for the month of July’18 in **Housing.com.**
- Winner of “The Sales Oscars” thrice across **PAN India Magic bricks.**
- Awarded the Certificate of Achievement for exemplary performance across **PAN India Magic bricks.**
- Awarded the Certificate of Excellence as New Superstar for achieving the Quarter Sales target 2013, in **Monster.com India Pvt. Ltd.**
- Awarded the Top Performer of the month many a times, in **Monster.com India Pvt. Ltd.**

ACADEMIC DETAILS:

- PGDBM (Marketing & HR) from ISB, Kolkata in 2010
- BBA (Marketing) from Ravenshaw University, Cuttack in 2007
- Undergraduate Degree from Ravenshaw College, Cuttack in 2004

LANGUAGES SPOKEN:

- Hindi
- English
- Bengali
- Oriya

INTERESTS:

- Gardening
- Writing snippet stories and microtales
- Cooking
- Music
- Travel

