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| Email: varshachopde123@yahoo.co.in LinkedIn – varshachopde2010 Phone : +91 9923700347  **VARSHA M CHOPDE** **Major Account Manager / Customer Service / Training Manager /** | |
| **Profile Summary**   * Solutions Driven Professional with **over 19 years** of multi-skilled excellence as **Major Account Manager (Sales), Training Manager** (Sales), **Managing Customer Service** staff for West Region (5 states) - **Process and Product Training** at region. * Soft skills and behavioral training experience * Analyzing Training needs and imparting training to the sales force and to the customer care executives * Excellent interpersonal, communication and presentation skills, with strong analytical, team building, problem solving and organizational abilities   **Education**   * **MBA** (Human Resource Management / Marketing Management) -Shivaji University, Kolhapur - 2001 * **Bachelor of Laws (LLB)** - Shivaji University, Kolhapur - 1998 | **Skill Sets**   * **Customer Relationship Management** * **Team Building and Training** * **Process / Policies / Guidelines Training** * **Customer Service Delivery** * **Sales and Margin Improvement** * **Cost Reduction Strategies** * **MIS** | |
| **Certification Course (Pursuing)**  **Global Career Counselor Certification**  **from Univariety and University of California Los Angeles** | |
| **Employment Details**  **Freelance Trainer – Mar’ 20 onwards**   * Imparting training in soft skill – Customer Service Excellence, Effective Communication skills, Time Management, Team Building, Developing Presentation Skills & Email Etiquette   **Training Manager – Defour Analytics - Nov’ 18 To Mar’ 20**   * Identify training and development needs through regular consultation with sales managers, content development team, training delivery, conducting launch of training programs along with end to end management of training activities. * Recruiting the sales and counselor team and provide induction. * Developed and designed training aids to enhance and simplify training processes. * Analyzed and collected data to track trainee satisfaction and educational trends using Zoho platform. * Making of business proposals, participate in bid evaluation, driving the order closure, organizing different programs for branding and ensure collection compliance.   **Amway India Enterprises – Jun’ 08 To Jan’ 18**  **Growth Path:**  Jun’ 08 - Mar ’12: Customer Service Executive  Apr ’12 - Mar ’15: Senior Customer Service Executive  Mar ’15 - Jul ’16: Regional Senior Customer Service Executive  Aug ’16 – Jan’18: Major Account Manager | | | |  |

**Key Result Areas:**

**As Major Account Manager**

* Managed accounts to retain existing relationships and grow share of business.
* **Achieved 20 Crores 78 Lakhs Sales** by facilitating customer acquisition and activation targets, new business builders acquisition in a year
* Pivotal role in achieving **10% growth and pin growth** as per account plan for all the major and basic accounts
* Facilitated business by implementing practical networking techniques.
* Identify the Training needs in the sales force and according impart sales and product training to them
* Generate annual and quarterly marketing plans for selected accounts
* Worked closely with internal marketing groups, sales, and service lines to plan and execute account-based initiatives for major accounts in west and south region (8 states – 5 in west and 3 in south)
* Liaise with Strategic Account Manager to understand account-specific requirements and working towards achievement of target

**As Senior Executive – Customer Service**

* Introduced higher standards for customer service and increased efficiency by streamlining operations.
* Supervised employees and assessed performances to determine training needs and define accurate plans for decreasing process lags.
* Develop plans for concerned team members to build engagement for increase in the sales of the promotions & new product launches
* Devised successful strategies to drive recruitment and activation through “First Purchase Offer”, drove activations via **FPO to the rate of 40% from 16%**
* Facilitate training the staff and standardization of training and induction processes at regional level
* Assist in promotion of new process launch (SOPs) and product offers
* Sustained continuous improvement by implementing customer interface management systems through telephone communication, email marketing, live chat services and social media.
* Built partnerships with diverse internal teams and sales, finance, marketing and operations departments to streamline processes.

**Highlights**:

* Successfully **co-ordinated & supported Amway special event held in Melbourne - Australia in 2012**
* Track record in bagging **9 Wow cards** for working with trainers in stabilizing the training registrations and Brand center registration and for enthusiastic participation in Success Party and so on
* Appreciated for **personal involvement in AOF activities (CSR activities)**

**Previous Experience**

**Operations Manager - Shri Dinesh Logistics - June’ 06 To May’ 08**

* Plan, manage, coordinate and monitor office operations related activities.
* Handled entire HR Administration
* Overall in-charge of the Thane office.

**Customer Service Officer - Tushar Enterprises - August’ 01 To May’06**

* Handling front end CS desk from enquiries to complaint resolution.