MURUGAN JAIYAPAL

No. 408, Rayappa Layout, Venkateshpuram, Bangalore - 560045

Telephone: +91 9060817684 Email: muruganjacob79@gmail.com

BUSINESS DEVELOPMENT OFFICER

Graduation in Bachelors of Arts, has helped me to develop a strong base of analytical and conceptual skills. I would like to apply these skills to a challenging working environment, as a part of a structured and professional organization. Besides my academic qualifications & have experience of more than 12 plus years, I bring to the table high levels of motivation and more importantly, enthusiasm, coupled with a high degree of ethics.

Developed strategic plans for industry specific prospecting, building relationships based on in-depth industry knowledge. Responsible for acquiring new business and expanding relationships with small business clients. Worked in Abroad for five years and had an own business for two years.

PROFESSIONAL QUALIFICATION

Bachelor of Arts (Graduation)

RBANMS College, Bangalore

July - 2001

PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

<u>SWASTIKMARBLES & GRANITE</u> (FEBRUARY 2018 - CURRENT)

DESIGNATION: BUSINESS DEVELOPMENT OFFICER

RESPONSIBILITIES:

- Headed the marketing team and managed the team of four members
- Responsible and accountable for the coordinated management of multiple related projects directed toward strategic business and other organizational objectives.
- Created robust business development plan to engage markets and meet bookings, sales, cash, and profit objectives after identifying business unit operating plan deficiencies and initiating market surveys / analysis.
- Build credibility, establish rapport, and maintain communication with corporate and governmental clients at multiple levels
- Developed and submitted business proposals, led team to pursue opportunities, and managed capture efforts.
- Participated in daily production meetings to discuss any potential issues that might disrupt any on time delivery dates.
- Met and exceeded sales goals by maintaining and creating a consistent pipeline
- ➤ Booked an additional 8 new clients. Pending quotes received totaled over 20 lakhs worth of potential revenue.
- Managed and created appointments for fellow Sales Executives and Managers.
- Proactively organized and handled the client's freight.
- Closed new business and developed negotiating strategies by coordinating prospects goals and requirements with company objectives and procedures.
- Participated in daily production meetings to discuss any potential issues that might disrupt any on time delivery dates.

BUILDTEK POLYMERS PRIVATE LIMITED (MAR 2016 – JAN 2018)

DESIGNATION: BUSINESS DEVELOPMENT OFFICER

RESPONSIBILITIES:

- Prospect for 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.
- > Met potential clients by growing, maintaining, and leveraging network.
- > Identify potential clients, and the decision makers within the client organization.
- > Researched and built relationships with new clients.
- Held meetings between client decision makers and company's practice leaders/Principals.
- > Plan approached and pitched.
- Worked with team to develop proposals that speaks to the client's needs, concerns, and objectives.
- Participated in pricing the solution/service. Handle objections by clarifying, emphasizing agreements and working through differences to a positive conclusion.

Fairmount Group of Hotels (DUBAI) (DEC 2008 - FEB 2013)

DESIGNATION: FOOD AND BEVERAGES SUPERVISOR

RESPONSIBILITIES:

- > Supervised all food and beverage, in room dining, wine bar, and pool and ensured company standards and guest satisfaction.
- Responsible for the weekly schedule for employees and was in charge of manually inputted tips for all food and beverage associates
- > Planned and organized the setup and coordination of events for up to 35 people
- ➤ Relayed important information to the F&B management team after attending executive committee meetings as the food and beverage representative to discuss projects, current revenue, and forecasting for the month.

OREVA Pvt Ltd (Ajanta Groups) (NOV 2005 - OCT 2008)

DESIGNATION: BUSINESS DEVELOPMENT OFFICER

RESPONSIBILITIES:

- Increased business with new clients by creating customized marketing plans based on market data
- > Conducted training sessions to the team members to enhance the efficiency in work.
- Improved company's brand awareness by implementing marketing strategies.
- Followed up on the progress of leads that was generated to win business.
- Streamlined decision-making by developing deal analysis templates.
- > Builds strong client relationships through thorough understanding of client needs
- An effective communicator with client relationship management skills with ability to relate to people at any level of business and management.
- Ability to work without the need for direct supervision, multi-tasking, and timely completion of all assignments.

P.C Mallappa Showroom (SEP 2004 - NOV 2005)

DESIGNATION: SENIOR CUSTOMER SERVICE REPRESENTATIVE

RESPONSIBILITIES

- > Assigned the tasks of providing product knowledge to clients
- ➤ Handled the responsibilities of conducting research any solving problems
- > Responsible for assisting clients on account information
- Handled the tasks of conducting trainings and providing support to other areas as required
- Responsible for offering telephonic and desk-side help as well as delivering customer satisfaction surveys
- > Responsible for ensuring prompt delivery of products and services to the customers
- ➤ Handled the tasks of providing crucial administrative support in a confidential nature
- > Responsible for preparing reports, managing records and follow-up of customers
- Performed other tasks as delegated

Chhabria Tiles (MAY 2002 to JUL 2004)

DESIGNATION: CUSTOMER SERVICE REPRESENTATIVE

RESPONSIBILITIES

- Focused on "great service beats fast service" directive
- Exceptional ability to stay attentive when dealing with customers
- Clear communication skills aimed at understanding customers' needs and providing corresponding services
- Proven ability to grasp product knowledge and relay product information in a concise but potent manner
- Analytic thinking aimed at resolving customers' issues in a proactive manner
- Assertive but polite when it comes to product or service endorsement
- Excellent body language targeted at providing customers with a positive image of the company
- Well-versed in adapting different ways under pressure in order to meet deadlines

PERSONAL PROFILE

Date of Birth : 14th February 1979

Residential Address : No.408 Rayappa Layout, Venkateshpuram,

Bangalore - 560045

Language known : English, Hindi, Kannada, Telugu and Tamil

Place: Bangalore.

Thanks and Regards,

Murugan Jaiyapal