

APARNA KHAN

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~ Sales & Marketing Professional ~

With complete **Profit Accountability, Business Development and Client Relationship Management** with a reputed and growth-driven organisation

An Overview

- ✧ A result oriented professional with experience of over **10 years** in managing **Business Development** functions encompassing **Sales & Marketing, Partner Support & Relation management, Project Coordination, Promotional Activities, Client Relationship and Team Management.**
- ✧ Experienced in **increasing sales revenues**, exceeding targeted sales goals, developing profitable and productive business relationships, **building an extensive client base; distinction of accomplishing multi fold revenue increase.**
- ✧ Adept at conducting presentations & demonstrations in order to improve the product awareness in markets by brand building and market development efforts. Experience in consistently **raising product acceptance & profitability.**
- ✧ An impressive communicator with honed **interpersonal, team building, negotiation, presentation, convincing and analytical skills.**

Competency Matrix

Expertise in:

- Formulating Business Proposals
- B2B and B2C model of sales
- Selling SaaS (Software as a Service) application/concept
- Sales & Business Development
- Team Building, Training & Motivation

Personal Traits

- Driven to succeed and excel
- Skilled in building organisations
- Innovative in thought and solutions
- Seasoned and effective communicator

- ✧ **Sales & Marketing Operations:** Taking care of the sales operations with focus on achieving predefined sales target and growth. Forecasting and planning sales targets and executing them in a given time frame. Identifying market opportunities, developing business cases and offering successful product/services.
- ✧ **Business Development:** Exploring business potential, opportunities & clientele to secure profitable business volumes. Identifying and networking with prospective clients generating business from existing accounts and achieving profitability and increased sales growth.
- ✧ **Client Relationship Management:** Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms.
- ✧ **Channel Management:** Identifying and networking with reliable channel partners resulting in deeper market penetration and reach.
- ✧ **Team Management:** Providing direction, motivation & training to the sales team for ensuring optimum performance and enhancing their professional and soft skills.

Organisational Scan

Since Sep'06: Global Groupware Solutions Ltd., Gurgaon
Manager – Business & Partner Support

Accountabilities:

- ✧ Managing business operations with accountability for profitability; forecasts and reports & accordingly effectuating business plans to attain maximum sales and optimum revenue.
- ✧ Extending market reach in various geographical; developing new channel partners by communicating the business opportunity, the value proposition and the partner support mechanism.
- ✧ Functioning as **Business Manager**; accountable for overall sales process i.e., **business prospecting, account mapping, revenue generation, product presentation to the clients and closing the sales.**
- ✧ Presenting the application to the prospective customers; developing new accounts and meeting pre-set revenue, collection & profitability targets.
- ✧ Handling activities **pertaining to negotiating / finalization of deals** for smooth execution of sales & order processing. Providing technical service support to clients and resolving their issues / concerns.
- ✧ Maintaining a corporate database to pitch automation solution to various organisations depending on requirement; tracking competitor trends to keep abreast the changing client's requirement/ expectations.

Notable Attainments:

- ✧ Holds **the distinction of acquiring over 90 new accounts** starting from a small base of 5 customers, all on SaaS delivery platform.
- ✧ Essayed a stellar role in increasing the **revenue manifolds.**
- ✧ Significant contributions in increasing the annual **recurring revenue** of the organisation by over Rs. 70 lakhs by way of monthly subscription to the application and got major customisation orders from various clients over a period that ran into several lakhs

- ☞ Efficiently & effectively developed a client base including **Viom Networks, GVK, Global Analytics, Carrefour Group, InMobi, NEC India, Stellar Data Recovery, Dr. Lal Path Labs, Bunge India, National Geographic, TVSNet, Siva Group, Sennheiser Electronics India, Thome Shipping (Singapore) etc.**
- ☞ Acquired customers from not only one industry vertical but several non related verticals establishing the solution fitment across industries.
- ☞ Was appreciated by management on **several accounts on acquiring big clients** against competition.

**Dec'03-Aug'06: ICICI Prudential Life Insurance Co. Ltd., New Delhi
Unit Manager**

Accountabilities:

- ☞ Overseeing the sales & marketing operations, thereby achieving increased sales growth across region.
- ☞ Successfully managed a team of 40 insurance advisors that represent different age groups, backgrounds, education levels
- ☞ Developing periodic business plans & strategies, in coordination with macro plans of organisation.
- ☞ Attaining **desired sales target** by selling insurance and pension products through the team.
- ☞ Implementing sales programs to improve the product awareness in markets by brand building and market development efforts i.e., **road shows, drawing competitions in schools and canopy installation at the targeted locations.**
- ☞ **Giving corporate presentations** to source business from the multinational companies; interfacing with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.

**Nov'02-Dec'03: ICE (Incentives, Conferences & Exhibitions), Gurgaon
Executive – Business Development**

Accountabilities:

- ☞ Marketing hotels as potential venues for client's events, training programs, day and residential conferences/marriages.
- ☞ Promoting and selling various holiday packages; maintaining proper coordination between client and the selected venue for smooth functioning and efficient services.
- ☞ Carrying out rate negotiations with various hotels, conference halls, resorts and travel agents.

**Commenced career with A.J. Worldwide Services Inc., New Delhi as Marketing Executive
Apr'02-Oct'02**

Professional Training: Management Development Program - ICICI Prudential

Scholastics

- 2002 Post Graduate Diploma in Business Management – Marketing & IT** from Apeejay Institute of Management, New Delhi
- 2000 Bachelor of Arts - English Honors** from Delhi University
- 1999 Diploma in Hotel Management** from I.H.M.C.T. & A.N., Jaipur

Beyond Curriculum

- ☞ An avid photographer - nature and portrait.
- ☞ Pet Lover
- ☞ Passionate about swimming
- ☞ Lead the Church Choir and head some of the church initiatives in youth development
- ☞ Executive Director of an **NGO: Catalyst** that engages in the area providing safe home for abandoned and disillusioned adolescent girls, counselling them and providing survival and social skills under the project called **Horizon**. Also acting as an advising authority to other projects: **Reboot & Compass**. Also actively engaged in raising funds to support the two agencies
- ☞ Visited Pakistan as a part of a delegation intended to promote the feeling of love and mutual understanding between the two nations.

Personal Snippets

Marital Status	:	Happily married and father of a son
Residential Address	:	550/7, Subhash Nagar, Gurgaon-122001, Haryana