

## **DHANESWAR BEY**

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Seeking a career in sales and marketing in today's challenging world.

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### **SYNOPSIS**

- A result oriented professional with over 5 years' experience in Sales & Marketing, Product Launches / Promotions, Client Relationship Management & Team Management.
  - Proven track record of consistently increasing the sales/ profitability of the company.
  - Successfully completed targets.
  - Supervising customer service operations for rendering & achieving quality services, providing first line customer support by answering queries & resolving their issues.
  - Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of targets.
  - Strong analytical, problem solving & organizational abilities. Possess a flexible & detail oriented attitude.
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### **AREAS OF EXPERTISE**

• Customer Services • Team Leadership • Strategic Planning • Recruitment • Retail Sales • Sales Initiatives • Promotions

### **CORE COMPETENCIES**

#### **Sales and Marketing**

- Managing the sales and marketing operations and accountable for increasing sales growth.
- Driving sales initiatives to achieve business goals.
- Implementing sales promotional activities as a part of brand building/ market development effort.
- Conducting detailed market study to analyze the latest market trends and tracking competitor activities and providing valuable inputs for fine tuning the selling and the marketing strategies.

#### **Product Launches / Promotions**

- Devising & implementing marketing activities for successful launching of new products.
- Building brand focus in conjunction with operational requirements.
- Ensuring maximum brand visibility and capture optimum market shares.
- Designing & managing corporate communication, brand image building and product awareness campaigns.

#### **Client Relationship Management**

- Managing customer service operations & ensuring customer satisfaction by achieving delivery & service quality norms.
- Maintaining cordial relations with customers to sustain the profitability of the business.
- Building & maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by giving services on time.

#### **Team Management**

- Creating & sustaining a dynamic environment that fosters development opportunities & motivates high performance amongst team members.
- Co-ordinating activities for the identification of training needs of employees for upgrading their technical and soft skills.
- Planning for organising and conducting training and development programmes for channel partners.

**Customer Service Management**

- Provide help and advice to customers over the telephone, by e-mail or face-to-face.
  - Investigate and solve customers' problems and complaints.
  - Develop feedback or complaints procedures.
  - Keep records of correspondence.
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**ORGANIZATIONAL EXPERIENCE****EXTRAMARKS EDUCATION PVT LTD****Sr. Sale & Marketing Executive**

- As well experiences in outbound Calls, so highest dialer & appointment in the floor.
- Well experience in Voice Call, so while dialing fast ability understand the nature of Customer to convince.
- Assisted students in making decisions regarding their educational and personal needs.
- Responsible for new leads generation across Bangalore by meeting and getting the permission from Schools, Malls and Association committee.
- After Completion of all Counselling, focusing for selling the Product of the Organization to bring Revenue.
- Possess extensive knowledge of the products so as to deliver the right product to the right customer.
- Every week-end doing the BTL Activities like Kiosk, Paper insert, Building Activities etc.
- Promotional activities along with Vendors/Promoters.
- Events execution & Planning with Vendor management for Festive seasons.
- Responsible to increase the penetration level in high rise buildings across Bangalore.
- Coordinating with internal teams for execution, operations and financial.
- Regular meetings with associations & school for the improvement of the business.

**AIRFIBER NETWORKS PVT LTD****Sales & Marketing Manager**

- Handling sales & Marketing in community business across Bangalore, Managed 9 executives.
- Responsible for new project acquisition across Bangalore by meeting and getting the permission from builders and Association committee.
- Carry out below the line promotions of the Company Services using suitable media ( Banners, Newspaper inserts, etc )
- Thorough knowledge of the Local Geography with ability to gauge the potential in the Area.
- 2 members Tele-sales team for sales closures & Lead management.
- Every week-end doing the BTL Activities like Kiosk, Paper insert, Building Activities etc.
- Remarkable efforts towards preparing the sales strategies along with Director.
- Improving client service by continuous collective feedback and taking the appropriate action.
- Analyzing competitor strategies, business trends and closely monitor competitor's activity to formulate marketing plans.
- Organising and conducting the brand promotional activities.

**Functions**

- Provide help and advice to customers over the telephone, by e-mail or face-to-face
- Investigate and solve customer's problems and complaint.
- Demonstrating product details for prospective customers who are interested in landline & broadband and Centrex connections and converting them to leads.
- Co-ordinate with market planning team, technical team, builder/association for connecting high rises.
- Conducting Interactive team meetings with Zonal Manager and team members for resolving issues and propose new solutions.

## **ARTIA CONVERGENCE TECHNOLOGIES PVT LTD BANAGLORE**

### **Team Leader**

- Handling sales & Marketing in community business across Bangalore, Managed 11 executives.
- Responsible for new project acquisition in Bangalore South by meeting and getting the permission from builders and Association committee.
- Possess extensive knowledge of the products so as to deliver the right product to the right customer.
- Resolving the client's problems.
- Playing key role in connecting high rises by taking permission from builder/Association.
- Playing the role of key Accounts Manager and single point of contact for high rises.
- Responsible to increase the penetration level in high rises of given territory.
- Events execution & Planning with Vendor management for Festive seasons.
- Responsible to increase the penetration level in high rise buildings across Bangalore.
- Coordinating with internal teams for execution, operations and financial.
- Handling escalations from customers and association.
- Regular meetings with associations for the improvement of the business.

## **HATHWAY CABLE & DATACOM LTD BANAGLORE**

### **Technical Support Executive**

- Resolved and provided guidance to engineers for escalated technical issues.
- Participated in customer meetings for escalated issues to provide faster resolution
- Received and resolved incoming customer inquiries and issues regarding Peachtree Accounting Software via phone and email.
- Placed sales calls to current or inquiring customers
- Provided reports of all sales results including customer comment or complaints
- Attended meetings and read information regarding company services to remain fully educated
- Entered all customer information into company database keeping confidentiality in mind at all times
- Helped customers solve problems by changing or adding to their service
- Set up secure WiFi, LAN and VoIP networks at remote locations, leading client/server configuration
- Closed 95% of trouble tickets on the first call without escalation.
- Got rewards for highest dial calls or fastest resolution Award of the Year.

## **ACADEMIA**

B.A	Periyar University	2011
P.U.C	Secondary Education Board of Assam	2004
S.S.L.C	Secondary Education Board of Assam	1999

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IT SKILLS in    Windows, MS-Office, Hardware & Networking

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## **PERSONAL DETAILS**

Fathers Name	:	Sikari Bey
Date of Birth	:	31 OCT 1982
Nationality	:	Indian
Marital Status	:	Married
Extra Activities	:	Playing cricket, watching Movies & Travelling