PRASHANT KUMAR

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**Marketing / Sales /Business Development/Client relationship**

*Seeking a public relation position in an organization of repute, which provide me avenues for professional learning and make good use of my technical, interpersonal, conceptual, analytical and human skills to contribute to Organization, Society as well as my Nation which further encourages individual growth.*

***Operational Expertise***

B2B Sales & Marketing ⬩Corporate Marketing ⬩Entry strategy ⬩ Cross-functional Coordination ⬩ Business Communication ⬩ Strategic Market Research⬩ Multiple product handling ⬩ Sales MIS preparation and sales forecasting⬩ Publishing⬩ Sales Planning and Execution with Foreign principals ⬩ Exposure to European technologies as well as their expertise⬩Excellent relations with customers



***PLAN, SELL, EVALUATE, EXECUTE.***

As Territory Manager at Practo India for 2+ yrs, I developed myself and individuals in my team as well as strived to bring value to the customer.

Having been in this business for more than one years, I now know that it’s not the whips and chains that drive the sales results. Sales comes through incremental growth...getting better every day at what you do, building relationships, bringing value to the customer and build a strong team that thrives on accomplishing a common goal.

I am looking out for a career with a company where in my Marketing Relationship management skills should be implemented and flourish too (Account Management,Planning, Sales, Advertisement, Brand Management and Research) interests are given a chance to flourish into an orchid of opportunities.

***PROFESSIONAL EXPERIENCE***

***1) Practo Technologies Pvt Ltd., Territory Manager- (September12-till date)***

***COMPANY PROFILE***

Practo is a bunch of 300 people continuously involved in serving doctors. Company mainly deals in providing smart and easy to use solution for doctors so that there practice becomes easy. Having a client base of more than 30000 doctors all over country and abroad countries like Singapore .

***JOB PROFILE/SYNOPSIS-***

* A dynamic professional with **2+ years** of rich experience in Sales Management, Product Refining, Key account Management, Strategic planning.
* Work on new product launches for the division.
* Mapping business potential and identifying profitable prospect out of territory mapped to us .
* Independently handling various awesome products and responsible for their Marketing, Branding, Sales.
* Directly reporting to the regional head of the company &sending business reports to the foreign principals .
* Analyzing market trends to provide critical inputs for business development initiatives & formulation of selling and marketing strategies.
* Attending the exhibitions and fairs to deliver the company corporate message to the prospects to build a stronger brand presence.
* One of the key speakers for our stalls in exhibitions.

***SOLUTIONS HANDLED***

* **Practo Ray:** Cloud Based SAAS Solution for Doctors.
* **Practo Hello:** Cloud based IVR Solution for Hospitals and clinics.
* **Practo Search:** India’s No 1 healthcare search portal.

***JOB RESPONSIBILITIES***

* Actively involved in the market research and collecting data from Web listings and offline presence
* Conducted primary research and work on the leads to convert them into hot prospects .
* Visited clinics and understood the actual problem of the doctor and explaining how our solution can match the same.
* Understanding the needs of the users by using different communication media.
* Assess the progress of the existing product and training of same to users at client place.
* Involving with our company support/technical team to know the problems the customer faces and suggest changes if any.
* Prepare a sales and marketing strategy and continuously monitor and report on its achievements on a weekly, monthly basis
* Prepare monthly sales and marketing reports for submission to the Regional head.
* Based on marketing reports and sales performance, revise strategies on quarterly basis and submit it.
* Oversee all customer inquiries and requests are appropriately responded to in a timely manner.
* Order Finalizations.
* Creation and maintenance of internal database for sales team.
* Sales MIS preparation.
* Conduct small seminars in house for our existing as well as new potential customers(CDE/CME)
* Attending fairs and exhibitions to generate business leads and convert the potential leads to customers.(MASICON,FAMDENT,WDS)

***CAREER COUNTER***

***Maverick Softwares Pvt Ltd as Business Development Manager From December 2011-September-2012.***

* Involved in sales process of customized web solutions like E-Commerce websites,Web applications,Cutomized ERp Solution for Mid Scale companies and hospitals.
* Prepration of MIS reports and submitting it to companies authorities.
* Market STP for finding and analyzing target and potential prospects.
* Handdling end to end sales process .
* Visiting out and gathering requirements and generating business time to time .
* Achieving sales target as set
* Preparing the product portfolio in conjunction with India Mart representative.
* Assessment of effectiveness of ads on various other medium.
* Enquiring the customers about the performance of the product through feedback form and fact sheet.
* Involving with our company service team to know the problems the customer faces and suggest changes.
* Suggesting up gradation and small changes in the product to the principals.

***ACADEMIA***

**PGDM in Marketing Management**

Sinhgad Institutes (2009-11)and Pune University with first class.

**Business Graduate**Boston College,Jiwaji University(2006-09) University2007- 72.33 %

**HIGHER SECONDARY CERTIFICATION**

C.B.S.E Board (2004-06) wit first class

Bokaro Ispat Vidyalaya,Bokaro.

**SENIOR SECONDARY CERTIFICATION, 2002**

C.B.S.E Board (2004-06) wit first class

B.I.S.S.S,Bokaro

***SKILL & COMPETENCIES***

* Proactive.
* Excellent at designing and implementing marketing strategies to achieve desired results.
* Leadership and people management skills.
* Able to identify new trends in the market and design sales strategies and campaigns to respond to them.
* Able to design competitive and cost effective strategies.
* Strong communication skill and able to interact with people at all levels within the company and externally, working in a matrix environment.
* Believes in team work.
* Computer literate and able to display analytically.
* Able to adapt and operate effective with in new and challenging environments.

***PROJECTS***

* First project on handling the important resource i.e. human resource at SAIL as graduation project.
* Completed summer internship at SIFY Ltd Delhi on “Market Mapping for New Product Launch”.
* Various Industrial Visit at companies Like: Pepsi Co. Goa, Sanchi, Gwalior. Cadburies, Gwalior.B.S.L,Bokaro.

***ACHIEVEMENTS***

* Proactively involved in development and promotion of healthcare portal called medicoheline.com.
* Maintained a good track record of attaining consistent yearly growth in terms of Sales & revenues, as well as developing new clients/ markets; thereby expanding the customer base.
* Trained to new joinees/ freshers for Technical & Commercial Sales, Client Communication and detailed estimation of product and preparation of offers.
* Directly appointed as the Territory manager after a eight month consulting period.
* With smart team handling organized various promotional activities and various trade shows.