**Premankur Desmukhya**

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| **UPSHOT TECHNOLOGIES ( SEP 2014 TILL PRESENT)**  Business Development Manager |

**JOB OBJECTIVE**--Seeking assignments in Research and Consulting / Business Development and Team Management in preferably in IT/ITES/KPO industry.

**PROFILE SUMMARY**— I have an overall experience in IT/ITES industry with a graduate degree in Economics. Highly competitive, self-starter and goal oriented professional with experience in Inside Sales Operations, Lead Generation and Market Research. Also developed business through marketing programs, market Intelligence included 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.

**Summary of WORK EXPERIENCE**

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| * Responsible for BD activity in across multiple continents including Apac, Europe, Middle East and India in Travel vertical for Sales Leads to be followed up by Regional Directors for IT and BPO Services. * Mapping global markets, capturing market intelligence and defining the target market for client’s product or services. * Profiling companies across industries based on revenue, employee strength, vertical etc. and defining target companies. * Identify and analyse market information through primary or secondary search sources like LinkedIn, Hoovers, One Source, Google, etc. * Identifying the Right party Contact for that particular offering. * Setting up appointments through webinars, teleconferences or a personal meet for our Sales Folks in the Europe, Middle East and APAC regions. * Research on industry trends, emerging markets / technology. * Research on prospects, customers and competition. * Identifies business opportunities by identifying prospects and evaluating their position in the industry; researching and analysing sales options. * Participating in lead generation programs through cold calls, warm calls, email campaigns and social media channels. * Cold call as appropriate within the market or geographic area to ensure a robust pipeline of opportunities. * Penetrate target accounts in order to reach out to key decision makers. Identify decision makers in the target companies. * Able to communicate effectively with key decision makers and appointment setting with CXO level customers * Prospect for potential new clients and turn this into increased business. * Prepares reports by collecting, analyzing, and summarizing information. * Developed customized business e-mails for marketing. * Build the demand forecast funnel.   **NIIT TECHNOLOGIES (SEP 2004 TILL JUL 2014)**   * Acute professional with experience in conducting Market Research and Lead Generation. * Handled a team of 10 Research Analyst to manage and support the growth of new business generation. * To carry out market research and customer surveys, we have to gather information on people’s attitudes and opinions by asking questions. The role involves making outbound calls into different geographies in UK in order to collect data through primary sources. This data collection is done through CATI (Computer Aided Telephonic Interviews) & CAWI (Computer Aided Web Interviews) * Through knowledge of various secondary and primary research methodologies. * Research on prospects, customers and competition. * Proven track record in acquiring leads and generating appointments to assist sales team members. * Extensive experience in Cold Calling and Lead generation for UK market. Have developed and manage sales opportunities from beginning to end including qualification. * Responsible for finding, generating and qualifying new customers. * Develop qualified leads by researching, cold calling, and networking targeted companies/contacts. * Exposure to Consumer Research, Business to Customer research, Business to Business Research. * Cold calling reaching out to RPC and appointment fixing. * Document the results of each call, update the database in the CRM tool. * Speedily go through Gate keepers via relationship building skills. Call prospective customers and schedule appointments for the sales team. * Record all prospect interactions in the CRM tool. * Have experience of international sales/business development in Telecom Industry. * Manage the growth of TM, coaching, counselling and mentoring. * Address KPAs, shed light on doubts and key out improvement areas in associates through personal observations, and daily calls barging. * Involved in grooming the new hires in tele-selling skills, call handling skills, critical quality issues and campaign training. * Plans & schedules manpower including managing of absenteeism and attrition within the team. * **Awards** * Credited with various R&R awards in NIIT TECHNOLOGIES both in Quality and Performance. * Presented with an Award for the year 2006-2007 by the chairman of NIIT Ltd. * Granted with an Excellence Award for the year 2012 by the chairman of NIIT Ltd. * **Skills and knowledge**  |  |  | | --- | --- | | * Proficient in MS- Office * Excellent communication and 'people skills. * **Education** * Bachelor’s Degree (Economics Honours)in Arts from North Eastern Hill University, Shillong (2004) |  | |