

Strategic Account Manager

PROFESSIONAL SUMMARY

- A resourceful, analytical and diligent MBA, with a practical approach, who is proactive & seeks new challenges. Good team player and able to use own initiative to achieve company objectives. Consistent, dependable, numerate and scrupulous.
- Adept professional experience in the field of Sales/Marketing, Distribution & Relationship Management.
- Skilled in analysing information, understanding and acting on Sales & Marketing opportunities
- Excellent interpersonal, communication and organisational skills with proven abilities in Team Management, and maintaining healthy relationships with the clients.
- Have depth knowledge of *Project & Contract Management*.
- To work for an organization, this fosters learning and helps me to develop my skills while contributing to organizational goals. Later become an asset for the company.

AREAS OF EXPERTISE

Business Development and Marketing

- Exploring business potential, opportunities & clientele to **increase business** of the organization.
- Designing & implementing marketing plans for augmenting the business volume by enhancing brand visibility & recall.
- **Driving sales initiatives** to achieve business goals & managing the frontline sales team.
- Attain profits through new **client acquirement** and active client mining.

Client Relationship Management

- Maintaining cordial relations with customers to sustain the profitability of the business.
- Building & maintaining healthy business relations with clients, ensuring maximum customer satisfaction by achieving delivery & quality norm.

WORK DETAILS

1) Previous Employer : **Systems And Components (INDIA) Pvt. Ltd**

Duration: November 2011 to Till Date

Designation: *Area Business Manager (North) & IT Manager (CRM functional).*

Main Product: *Water & Brine Chilling*

Other Products: Evaporative condenser, Heat exchanger etc.

Competitors: Kirloskar pneumatic company limited, Voltas, Blue Star, York etc.

Roles and Responsibilities undertaken:

- Meet *Project Manager, Project Director, CFOs* etc level personnel in Pvt. Companies and PSUs for demonstration and conducted clean & **professional sales**.
- Identifying the potential market/customer for the product
- **Enquiry generation and sales** of company's products.
- Attain profits through new client acquirement and active client mining.

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- Managing & Liaisoning with key customer accounts for continued sales relationships.
- Responsible for giving constant feedback of competition to the seniors.
- Registering company with consultants (*EIL & PDIL*) and be in touch with them for new sales enquiries.
- Achievement of business results in an efficient and professional manner so as to ensure an on-going customer satisfaction.
- Co-ordination with customer support department.
- Efforts towards self-development through training and observational training.
- Formal report making- weekly, monthly & big deals.
- Daily work reporting using Online *CRM* software.
- Implementing CRM software and availing in house training to employees of CRM *software*.
- Taking care of web design and keep updating company profile on different business portals.

Achievement:

- Bagged big deals from northern India region.
- *Had over achieved sales target for financial year 10-11.*
- Generated highest number of new big enquiries for company from my region north.
- Have established good relationship with existing clients and created awareness about the company in northern region.
- Have established good relationship with almost every big consultants of north region including PDIL, EIL, Lurgi, Nuberg, Simon India, Fernas Construction etc.
- Generated n number of enquiries for chilling Plant through EIL and PDIL.
- Got deal from IOCL Vadodra, HPCL Panipat and other Dairies of northern India for refrigeration Package where EIL, PDIL or other government body was PMC.

2) Current Employer: *Tata Interactive Systems (TIS)*

Duration: Since August 2009 to Nov 2011.

Designation: *Business Development Manager*

Main Product: Tata Classedge™ an integrated learning solution for Indian Schools).

Other Products: e-Learning Solutions for corporate.

Competitors: Educomp Smart Classes, NIIT, HCL Digiclass, Teach Next etc.

Roles and Responsibilities undertaken:

- Identifying the potential market/customer for our product Tata Classedge™ (an integrated learning solution for Indian Schools).
- Enquiry generation and sales of company's products.
- Managing & Liaison with key customer accounts for continued sales relationships.
- Responsible for giving constant feedback of competition to the seniors.
- Achievement of business results in an efficient and professional manner so as to ensure an on-going customer satisfaction.
- Efforts towards self-development through training and observational training.
- Formal report making- weekly, monthly & big deals.
- Daily work reporting using *Sales Force Dot Com* Online *CRM* software.

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Achievement:

- Bagged deals on consistence basis in every months.
- Got 'A' grade on performance parameter from HR head.
- Generated highest number of leads, accounts and opportunities in my region and being appreciated by superiors for the same.

3) Previous Employer: FSL Software Technologies LTD

Duration: June 2007 to July 2009

Designation: *Assistant Manager* (Business Development)

Main Product: *frontline SSM™* (CRM Software (Web Based "SAAS-Cloud Computing"))

Other Products: *ERP*, Web Development, Buyerease (ERP- for Buying Houses (Web Based "SAAS-Cloud Computing")), Corporate presentation, RMS (Resume management System) etc.

Competitors: Sales Force Dot Com, Microsoft CRM, Oracle CRM, SAGE, RAMCO, SAP etc.

Roles and Responsibilities undertaken:

- Job status: Permanent/Full Time
- Handling sales & pre sales process
- Approach companies for demonstration of the software.
- Meet CXO, CEO, MD, CMD etc level personnel in companies for demonstration and conducted clean & professional sales.
- Worked closely with the Development Dept. to tailor the requirement released through client.
- Providing software training to the customer once the order is finalized.
- Maintaining the relationship with the existing corporate clients & making the new clients.
- Handling a team of 4-5 Business Development executives which includes sales personnel working at Mumbai branch as well.
- Daily work reporting using Online CRM software *frontline SSM™*.

Achievement:

- Sent as an Acting Branch Manager to set-up business at Mumbai branch of FSL Software Technologies Ltd. and I have done it excellently.
- Has been awarded as star performer of the year 2008, 2009 for my performance in FSL Software Technologies Ltd.

INTERESTS AND ACTIVITIES

- Doing thorough Case Study Analysis.
- Segmentation, Target Marketing and Positioning.
- Good People Management Skills.

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- Watching CNBC, NDTV, Cricket matches.

EDUCATIONAL QUALIFICATIONS

COURSE	UNIVERSITY	YEAR OF PASSING
M. B. A. <i>(Marketing & IT)</i>	Pune University	2007
BIT (<i>IT</i>)	Pune University	2004
HSC	Maharashtra Board	1998
SSC	Maharashtra Board	1996

ADDITIONAL QUALIFICATIONS

Higher National Diploma in Designing and Multimedia from **Excel International University, London.**