

Business Development Manager

PROFILE SUMMARY

- Offering over 4 years of experience in **Corporate Sales, Business Development** and Key Account Management
- Experience of **New client Acquisition and handling of disconnected clients**
- Possess sound knowledge of **Space Selling, Online and Offline Advertising Sales**
- Proven ability in achieving / exceeding targets, opening new and profitable product/services markets and setting up business operations in untapped markets
- **Online lead generation.**
- **Handled Clients of International as well as domestic market.**
- Proficient with Branding & Promotions, Market Penetration, Competency Mapping, Key Account Management and Team Management
- Distinction of exploring new markets for businesses growth and streamlining sales & marketing operations
- Result oriented achiever with excellent track record for identifying opportunities for accelerated growth

CORE COMPETENCIES

Business Development:

- Steering operations with a view to achieve organizational objectives and ensure profitability
- Coordinating with customers' for achieving target and constantly updating team by market analysis

Sales and Marketing:

- Spearheading operations for promoting products, achieving business goals and increasing sales growth
- Reviewing & interpreting the competition & market information to fine tune the marketing strategies

Client Relationship Management:

- Identifying prospective clients, generating new business from the existing clientele in line with business targets
- Mapping client's requirements & providing best products to suit their requirements; generating business from existing accounts and achieving sales growth
- Developing relationships with key decision-makers in target organizations for business development.
- Interfacing with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business; ensuring quality delivery of services to the clients.

ORGANISATIONAL EXPERIENCE

Since Jan'10

eGrove Systems Corporation as Manager Key Accounts

Key Result Areas

- Developing business with new accounts and existing accounts monthly through face-to-face visits
- Managing and handling and help the development of team members
- **Done selling in US Market as well as into domestic.**
- Fulfilling prospect and customer leads provided by the company for new business and existing business opportunity
- Handling cross selling products to existing customers & build portfolios
- Looking after the relationship with customers to ensure persistency & renewals
- Conducting competitive analysis and identifying trends potential impact on specific areas of the business

Business Development Manager

- Developing budget which include advertising, trade fairs, and services
- Travelling domestically to tradeshow and new business potential when necessary
- Coordinating with the inside representatives to ensure that all customers in the assigned territory are being handled effectively from a day-to-day standpoint
- Functioning Independently to exceed sales goals and work with team to reach team goals

Highlights:

- Significantly contributed to the development of business model, marketing plan and budget
- Successfully handled key accounts of 140 to 150 Companies
- Acquired top contestant in Premium Club Across the County for upgradation sale in quarter three
- Attained top contestant in Executive Club Across the Country for upgradation sale in quarter two

PREVIOUS EXPERIENCE

Jan'09-Jan'10 Virasat Solutions as Marketing Officer in the Web Development domain (Software, Outsourcing and SEO, Google Adwords)

TRAININGS ATTENDED

Organization India Bulls Ltd., Pune
Duration 2 Months
Title Demographic Survey of the Share Market in Pune Region

Company Welfin International, Rourkela
Duration 2 Months
Title Study of Export Documentation

Company Seco Tools Ltd., Pune
Duration 2 Months
Title Study of Supply Chain Management of Seco Tools Ltd.

- Completed Dale Carnegie Training Programme in July 2007

ACADEMIC DETAILS

2009 PGDM (Marketing) from Madras University
2009 PGDIEM (IMPEX) from Madras University
2008 PGDMLM (Logistics) from Madras University
2006 B.Com. From Pune University

SEMINAR ATTENDED

- Certificate of National Seminar on "Retailing in India" sponsored by Madras University

IT SKILLS

- Conversant with Windows MS Office and other Internet Applications