

MAYANK BHATNAGAR

(Business Analyst / Functional & Presales Consultant)



CONTACT

Phone: +91 9579698458

Email: bhatnagarmayank15@gmail.com



IN-DEPTH SUMMARY

- **Microsoft Certified Consultant** with 12 years of industry experience in leading technology planning and direction, Sales & Retail Domain
- Experience in implementing **MS Dynamics CE (CRM) for Sales, Marketing & Service** module
- Expertise in **MS Power Apps , MS Power Automate , Workflows , Business Process Flows and Business Rules**
- Strong domain expertise in Sales and Retail business
- Experience in areas of requirement gathering across stakeholders, process reconfiguration, persona mapping
- Experience in leading requirements elicitation across industries spanning Manufacturing, Automotive, IT/ITeS, and Retail
- Front-Ending and Liaison between Super Users and Technical team for MS Dynamics 365 projects, Consultative Selling for Sales opportunities, Proposal preparation and Walkthrough
- Hands-on experience in producing product requirement documents, design document, project planning and user manuals.
- Excellent interpersonal skills to facilitate effective business communication.



RELEVANT SKILLS

MS DYNAMICS 365 FUNCTIONAL CONSULTANT (BUSINESS ANALYST)	Work as Functional Consultant / Business Analyst for Sales, Marketing, Service for multiple Clients
IT DIRECT SALES	Cold Calling, Lead Generation, Consultative Selling, Relationship Building, Territory Management, Funnel Management, Business Planning and Budgeting, working closely with Hyperscale's (Microsoft, Click Dimensions)
PRESALES	Proposal Designing, Requirement Gathering, Project Planning, Effort Estimation, High Level Timeline planning, Pricing, Presentations
MARKETING	Marketing Strategy, Marketing Campaigns, Kiosk Management, Content Designing, Content Management, Website and Social Media Management



PROFESSIONAL EXPERIENCE

Functional Consultant – MS Dynamics365 Customer Engagement

CAPGEMINI | February 2022–Present

Project Description

Implementation of Microsoft Dynamics 365 CRM implementation for multiple countries – VN, ANZ, ID & PH

Responsibilities:

- Business Requirement Gathering for MS D365 CRM
- Conducted workshops with customers
- Creation of User stories and Design notes
- Discussion and brainstorming with technical team for implementation of User stories
- Address any concerns or clarification within the team
- Create Test scenarios and Test cases for Business requirements
- Perform functional testing, Peer reviews, Demos/ Walkthrough to Business

Project Description

Implementation of Microsoft Dynamics 365 CRM (Marketing Module) implementation for largest NA Pharmaceutical company

Responsibilities:

- Discussion with Client on understanding overall Business Flow
- Business Requirement Gathering for MS D365 CRM (Marketing module)
- Understanding the User stories and creating Design notes for implementation in coordination with Solution Architect
- Liaising with MFST to identify best fit approach
- Discussion and brainstorming with technical team for implementation of User stories
- Address any concerns or clarification within the team
- Created and participated in designing the Business flows, ERD, and Schema Contracts

Project Description

End-to-end adoption of MS D365 CRM for LTI GSO team

Responsibilities:

- Working extensively with different stakeholders to understand project requirements, pain points and defining change request
- Business Process documentation and related reference documents
- Working closely with MS D365 CRM team to get the requirements implemented
- Performing user acceptance testing for business processes implemented and change request on continuous basis
- Business User Training for the sales and marketing organisation on continuous basis for the changes in the process and onboarding new members
- Master data import and export

Specialist – Cloud Software and Services

Larsen & Turbo Ltd | August 2019–February 2022

Project Related Activities:

Project Description: End-to-end adoption of MS D365 CRM for LTI GSO team
Role: MS D365 CRM Business Liaison Representative
Modules: Sales, Marketing, Customer Support
Activities:

- Business Requirement Gathering from Global Sales and Marketing team
- Working extensively with different stakeholders to understand project requirements, pain points and defining change request
- Business Process documentation and related reference documents
- Working closely with MS D365 CRM team to get the requirements implemented
- Performing user acceptance testing for business processes implemented and change request on continuous basis
- Business User Training for the sales and marketing organisation on continuous basis for the changes in the process and onboarding new members
- Master data import and export
- Participating in calls with Microsoft for product related issues
- Support the Project Manager in obtaining signoff

Pre-Sales Activities:

- Working on RFP / RFI responses, SoW renewals
- Client presentations during bid stage along with the account & sales team
- Proactive selling MS Dynamics 365 services in all markets
- Working closely with SBU's and markets to convert T&M bids to fixed price, moving small projects in shared services POD model and managed services in shared service model
- Working on the estimations and pricing at bid level
- Supporting sales and account team whenever needed for client presentations, POCs and demos
- Facilitated and conducted workshops– Internal and External stakeholders for exploring business opportunities
- Participating in calls with Microsoft for product related issues
- Preparation of marketing collaterals
- Preparing and generating weekly sales dashboards and reports

Business Development Manager

DATAMATO Technologies (IBM Platinum Business Partner) | Jan 2016–Jan 2019

- Focus on clienteles in Manufacturing, Automotive, Retail and Government domain
- Acted as Sales and Business Analyst for Retail, Manufacturing and Government customers
- Responsible for managing and developing 10+ Enterprise Accounts across India
- Interacted with multiple domain Clients to understand their day-to-day business processes for exploring pain areas and proposing appropriate solutions
- Delivered sales by developing relationships with these key customers and partners (at the CxO level)
- Prepared responses with Sales & Retail business process flows along with quotations
- Designing and executing multiple services projects
- Quickly build rapport with customers and accurately assess their needs to make recommendations and upsell to achieve sales goals through Presenting Value Propositions, Statement of Work (SoW)
- Handled the complexities of Govt Projects right from Suggesting the pointers in RFP to Creating responses of RFP & Bidding
- Achieving high standards of customer service and satisfaction throughout all areas of the business
- Worked on estimations and pricing for deal closure

CRM Related Activities:

Technology: Zimbra CRM

Activities:

- Super User on Sales & Marketing Modules
- Responsible for generation of quotations, invoicing, and on-time payments
- Responsible for Procurement and management of 'To-Sale' and 'For-Development' licenses from IBM
- Preparation of Weekly/Monthly reports for status review
- Performed Marketing Campaigns through CRM
- Tracked and analysed the performance and response of the campaigns
- Mapped estimated vs. actual expenses for a Marketing Events such as Website Designing, Kiosk setups, Marketing Campaigns and pushed for approvals to integrated Finance Module
- Identified and mapped sales leads from various channels (E-mail, Campaigns, Events, Cold Calling) into the system
- Updating the entire sales cycle in the Zimbra CRM system
- Acted as key role in setup of Zimbra CRM system along with brainstorming of integration points required
- Participated in process improvement, gap identification and optimization of the system

Unit Sales Head (Business Development & Operations)

Future Group | Nov 2014–Dec 2015

- Handled business volume of 45cr annually & 60k sq. Ft. trading area
- Target Vs. Achievement, Marketing & Branding, Inventory Management (Stock-take & Replenishment), Customer & Staff turnover and Visual merchandising was the key KRA to handle
- Proactively generate and handle leads in B2B sales
- Remain on the cutting-edge in driving business through key operational parameter, establishing complete synergy between backend & frontend team to ensure highest level flow of information.
- Create and implement business plans for online sales, and work with marketing department to develop promotional strategies
- Price point analysis and working on competitive pricing for compelling customers to purchase
- Design smooth process for shelf replenishment with maximum Assortment
- Negotiation of terms and conditions on Commercials/Marketing, Agreement terms (Operationally and marginally) and Product availability
- Monitoring and analysing business performance vis-à-vis business goals (awareness, share, consumer diagnostics, profitability, etc.) and the competition
- Actively involved in day-to-day operations of store encapsulating inventory, sales, and cash
- Responsible for HR related in-store activities i.e., conducting interview for sales staff, explaining HR related queries of staff, and documenting it

CRM & ERP Related Activities:

Technology: MS Dynamics CRM & SAP Retail ERP

Activities:

- User on Sales & Marketing Module for day-to-day operations
- Performed transactions through preconfigured T-codes
- Update the high-ticket Customer details and customer feedbacks in MS Dynamics CRM system
- Generate the loyalty program and Weekly / Monthly high-ticket size reports
- Gain insights of surrounding vicinity and competitors through multiple reports

- Track and connect most valuable customers
- Connect with the leads / Customers received from Customer Care / Headquarters
- Update Customer feedbacks and track the opened issues

Department Unit Manager (Sales & Operations)

Shoppers Stop Ltd | Feb 2011 – Oct 2014

- Profitably generated revenue through effective sales with respect to footfalls & conversion.
- Spearheaded a team for turning the members into experts
- Instrumental in inventory store encapsulating inventory and tracked the fact moving styles through Retail Software (MS Dynamics2012 / IBM JDA) to ensure availability
- Managed healthy relationship with customers, thereby competing with retail players such as Future Group
- Deftly conducted weekly & bi-weekly sales review to monitor sales trend & undertook corrective action
- Effectively handled 31 Sales Staff (CCA) and performed change management & peer-feedback exercise regularly to keep motivation levels high
- Conducted training of staff through production unit visits
- Handled execution of all local marketing / store promotion
- Dexterously supervised the Operations and Resource of 4 departments, i.e., Men's Formals & Semi Formals, Men's Casuals, Ladies Western and Footwear
- Coordinated in space selling and media planning to achieve store revenue
- Efficiently developed an internal KRA for the CCA's to monitor and provide feedback on a regular basis
- Successfully developed a weekly workout schedule for staff to minimize pilferage, enhance efficiency & cleanliness in store
- Delivered training on products (PUCCA), Selling Skills and Communication Skills of Shoppers Stop Ltd., to members
- Organizing offers, promotional events, and additional advertisements to increase customer entry
- Achieved a sales target of 138% of heading department against 80% of complete store within six month of store opening
- Executed Key clientele tie ups with Vedanta, Tata Motors, Pizza Hut for Revenue Generation

CRM Related Activities:

Technology: MS Dynamics CRM

Activities:

- User on Sales & Marketing Module for updating High ticket customers
- Generated Daily / Weekly / Monthly reports for analysis of multiple store/department performance parameters
- Multi-store department wise performance comparison
- Generate report of Customers In-store / Online based on high-ticket purchases
- Analysis on various promotional and marketing campaigns with respect to store performance
- Track and connect most valuable customers
- Connect with the leads / Customers received from Customer Care / Headquarters
- Update Customer feedbacks and track the opened issues



EDUCATION

Post-Graduation (PGP-BL),

(Equivalent to MBA, 2 years full time)

International School of Business and Media, Pune

(Marketing & Systems)

Graduation (B.E.),

R.G.P.V. University, Bhopal (Computer Science)



CERTIFICATIONS & TRAININGS

Certifications	Trainings
<ul style="list-style-type: none">• Certified MS Dynamics 365 Marketing Functional Consultant (MB-220): Sep-2022• Certified MS Dynamics CRM Fundamentals (MB-910): April – 2022• Certified MS Azure Fundamentals (AZ-900): August – 2021• Certified IBM Continuous Engineering Sales Professional: March-2017• Certified IBM Connections Cloud Sales Professional: Jan – 2017• Certified IBM Kenexa Brass Ring on Cloud Technical Sales Professional: August-2016• Certified IBM SPSS Modeler Sales Professional: June-2016	<ul style="list-style-type: none">• Agile Software Development Training (University of Minnesota, Coursera): March -2022• Participated in Siemens SVS Training, Mumbai: March – 2018• Participated in IBM Security Boot Camp, Singapore: April – 2017• Participated in IBM Connections Cloud Summit, Thailand: April – 2016

Mayank Bhatnagar