

MAYANK SINGHAL
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Job Objective

- Seeking Managerial assignments in Business Development, Sales & Marketing, Key Account Management with a growth driven organization of repute, a challenging position affording personal and professional growth to be a motivated individual with an extra drive to achieve challenging result, always willing to learn and improve performance.

Professional Synopsis

- Management Graduate with 19 years of rich and insightful experience in Sales, Service & Relationship Management, Team Management.
- Spearheading efforts to accomplish corporate objectives of HDFC BANK LTD as Branch Manager.
- Proven skills in establish cordial relations with clients to ensure business continuity and growth.
- Stupendous communication skills, honed with the ability to liaise with all the levels of management.

Core Competencies

Planning:

- Steer Business Development operations with focus on bottom line profitability by ensuring optimal utilization of available resources.
- Conceptualize and implement competent project and business strategies with a view to penetrate new accounts and expand existing ones.
- Build & maintain healthy business relations with clients, ensuring high customer satisfaction matrices.

Sales & Marketing/ Business Development:

- Initiate marketing plans to build consumer preference and drive sales volumes.
- Utilize public information and personal network to develop marketing intelligence for generating leads.
- Analyze & review the market response/ requirements and communicating the same to the marketing teams for coming up new applications.
- Conduct competitor analysis by keeping abreast of market trends & competitor moves to achieve market share metrics.

Relationship Management:

- Develop relationships with key decision makers in target organizations for business development.
- Implement market segmentation & penetration strategies to achieve targets.
- Interface with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.
- Manage activities pertaining to negotiating/ finalization of deals (commercial) for smooth execution of sales & order processing. Provide service support to clients and resolving their issues/ concerns.

Man Management/ Leadership:

- Driving team members to accomplish the targeted volumes
- Train subordinates to enhance knowledge spearheading optimum sales and marketing efforts.
- Identify manpower needs and coordinate recruitment of qualified professionals.

Organizational Experience

APR'15 – 30TH SEP,24 with HDFC BANK LTD, INDIRAPURAM, GHAZIABAD as AVP-BRANCH HEAD.

The Noteworthy Milestones:

- Monitoring overall operations of the branch, planning and achieving the branch sales targets from time to time.
- Working closely with departments and ensuring compliance with statutory requirements as per the regulations.
- Audit and Risk Monitoring as per the Banking Laws.
- Developing new clients for securing profitable business, maintaining existing accounts to ensure business sustainability, analyzing business developments & monitoring market trends.
- Identifying new streams for revenue growth & developing plans to build consumer preference.

APR'10 – Apr'15 with BIRLA TYRES, AGRA-ALIGARH as Sr. Sales Engineer.

The Noteworthy Milestones:

- Monitor and motivate relations to achieve given set of goals with help of given resources.
- Administer, monitor and handle compliance issues of DEPOT and CLIENTS.
- Pivotal in providing platform for clients for **services**.
- Dealer Network expansion and customer development.
- Provide growth platform to Executives through regular Training programs.
- Administer, Monitor and Support Back Office in converting dealers and customers into our long run clients.

**AUG '07 – DEC'09 with KOTAK LIFE INSURANCE, PUNE - SAHARANPUR as Sales Manager.
(Transferred)**

The Noteworthy Milestones:

- Playing an instrumental role in Retaining optimum Kotak Life Insurance relations.
- Recruit Train and Develop Insurance Advisors and Financial Planners.
- Pivotality provided growth platform to Executives through regular Training programs.
- Provide support in terms of new sales avenues, guiding and motivating them towards achieving sales target.
- Spearheading successfully Investment advisory services viz. Mutual Fund, Insurance and Fixed Term Debt Funds Etc. to our clients.

Sep'05 – JULY'07 with INDIA INFOLINE LTD., Pune as Assistant Sales Manager (Life Insurance Policies).

Previous Assignments

May'05 **HINDUSTAN LEVER LTD.** – Partial fulfillment for Management Studies.

- Working for sales of LUP's as Institutional Seller.
- Worked in four major cities named – GHAZIABAD, NOIDA, AGRA, ALIGARH.
- To get the sale order from different institution and analyze the order with other company's product.

Mar'05 **ICICI BANK LTD.** – Summer project for Management Studies.

- Working for sales of RCA as Relationship Executive.
- Worked in Pune city for the given area such as Bhandarkar Rd, Kothrud, Senapati Bapat Rd...
- To get the number of existing RCA and open new accounts and maintain relations with existing clients.

Sep'04 **STAR PAPER MILLS LTD.** – Field work for Management Studies.

- This is all about to analysis the different functions of Production Department in STAR PAPER MILLS LTD., SAHARANPUR

IT Skills

- SAP, Proficiency in MS-Office, Operating Systems, Tally, Internet.

Academic Credentials

- 2006 MMM (Marketing) from SIMIR affiliated to University of Pune.
- 2006 PGDBM from SIMIR as my part time course from SIMIR.
- 2004 B.C.A. from C.C.S. University, Meerut.

Date of Birth : 10th October 1983
Marital Status : Married.