

# Sethi

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## Sales & Business Development

Accustomed with overall functioning of banking and life insurance processes and acknowledged for strengthening companies to lead in highly competitive markets by overachieving targets and delivering exemplary performance across tenure

### PROFILE SUMMARY

- A competent professional with nearly 12 years of industrial experience in Sales & Business Development
- Expertise in managing entire Branch business generation activities, analyzing market trends and establishing prolonged business relations with clients, thereby ensuring higher market share
- **Deepened strong rapport with HNI/NRI clients** of the company to win confidence, anticipate needs and deliver appropriate solutions
- Knowledge of administering Branch Operations / Business Development / AML (Anti Money Laundering) / KYC / Due Diligence / Customer Relationship Management / Compliance
- Developed the overall distribution network in the assigned region by coordinating, managing and monitoring the activities of different distribution channels together while ensuring optimal performance from individual channels
- Maximized sales by designing and launching proactive campaigns, developing existing accounts, generating new business through cold calling, referrals and leads follow-up, and customizing sales strategies to address client-specific needs and markets
- Supported the sales team to ensure they were equipped and trained and that they understood their personal goals to accomplish the company goals
- Skilled in achieving targets and opening new & profitable accounts by appointing channel partners, enhancing market penetration and cross-functional coordination
- Excellent communication, training, presentation and people management skills that have been honed through managing cross-functional teams

### Notable Achievements

- **Working knowledge of the market** in Punjab including Pathankot and Ludhiana, Himachal Pradesh and Jammu & Kashmir
- Gained insight of reputed and esteemed organizations of Punjab and surrounding areas like Pioneer Industries Ltd., Industrial Area Ranipur, Ishwar Vanaspati (Tharial), Hero Cycles, Aarti steels, Aarti international, Rockman, Vardhman, HMT Tractors, Oswal Group, and Rico Casting
- **Familiar with Army Officers in Pathankot & Kathua and surrounding area's, BRO officers, established Businessmen, Bank Managers, Contractors and LIC Mega Agents.**
- **Achieved Goal Sheet from October 2020 to March 2021 by 130% and qualified for Goa Tour.**

### Core Competencies

~Sales & Business Development ~Sales & Strategy Planning ~ Lead Management  
~ Key Account Management ~ Deal Negotiations & Contracts ~ Inventory / Stock control ~  
~Competitor & Trend Analysis ~ Branch Administration ~ Recruitment and Trainings ~ Team Management

### Organizational Details

- Presently working as Prahari Manager with Pramerica Life insurance company limited in Dharamshala.
- Worked as Sales Manager with Future Generali India Life Insurance Company Ltd from November 2019 to 6<sup>th</sup> of July 2020

#### Key Result Areas

- Exploring potential business avenues & managing marketing and sales operations for achieving increased business growth & initiating market development efforts for the regions
- Actualizing business through raising the volume of sales, outstanding and stocks as per the norms of the company
- Analyzing latest marketing trends and tracking competitors' activities as well as providing valuable inputs for fine tuning sales & marketing strategies
- Identifying new untapped markets for launching products, developing excellent relationship with key existing accounts and generating business from them
- Responding to sales enquiries and taking them to a closure
- Monitoring the market as well as the other competitors for increasing the sales of the region
- Communicating, negotiating internally and externally using appropriate methods to facilitate the development of channel sales and sustainable relationships with the dealers
- Imparting continuous on job training to the workforce for enhancing their productivity & operational efficiencies through knowledge enhancement

#### Previous Work Experiences

**Jul'04'-Aug'06with Astech Hydro Pvt. Ltd., Ludhiana as Sales Officer**  
*Managed the areas of Punjab, Himachal Pradesh & Jammu & Kashmir*

**Sep'06-Oct'07 with ICICI Bank, Ludhiana as Business Banking Executive**  
**Growth Path**

Sep'06-May'07	Senior Relationship Manager
May'07-Oct'07	Business Banking Executive

Oct'07-Feb'10 with HDFC Standard Life Insurance Company, Pathankot as Sales Development and promoted as Business Development manager.  
 Manager Feb'10-Sep'10 with Metlife India Insurance Company Limited, Pathankot as Sales Manager

**Since January 2011 to july 2019 run family business.**

#### Academic Details

BA B.B.R. Ambedkar University, in 2004

#### IT SKILLS

Working knowledge of MS Words, Excel, Power Point

#### PERSONAL DETAILS

Date of Birth:	25th December 1983
Address:	House No. 14,, Village Thariyal ,Pathankot – 145024 (Punjab)
Language Known:	Hindi, English, Punjabi.