

Yogesh tyagi

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~ [SALES & MARKETING] ~

Key profile Real estate infrastructures

High profile corporate / Business Development Strategist with nearly **10 Years Experience** including **last years Experience in REAL ESTATE/ BANKING & AUTOMOBILES** : expert in the facilitating of change through redesign of internal operations & Business Processes. Sharp presentation, negotiations and term building qualifications. Dynamic and proactive approach in successful organizational development initiative that delivered consistent and sustainable operating profit , revenue and quality improvement through dedicated effort in :

- | | |
|---|---|
| * Strategies Planning | * Credit & Risk Management |
| * SME & Consumer Finance | * Business Development – Retail / Corporate Credit |
| * Passenger & Commercial Vehicle Finance | * Policy / Procedure Development |
| * Productivity / Performance Improvement | * Brand & Business Finance Promotion |
| * Channel Sales & Marketing Operations | * Dealer Sales Networking |
| * Staff Training / Relationship Development | * Market Analysis |

Conversant with Performing Due Diligence, market Analysis, Needs Assessments and Formulating Short & Long Term Projection for operations. Strong Belief in effective management of business and process perspectives across any industry which help in delivering desired results.

Leader & Solid Talents in strategies development, market segmentation, competitive analysis and sales forecasting. Hands on leadership with excellent communications skills to continually motivate focused teams towards goal attainment. Embraces new challenges and employees exceptional problem – solving skills while handling people with different backgrounds. Experience in exploring and developing new markets, brand promotion, accelerating growth & achieving desired sales goals. Expertise in spearheading development policies for achieving business from the clients. An Out of the Box thinker with a fair for charting out marketing strategies & contributing towards enhancing business volumes & growth & achieving revenue & profitability norms. Proficient in leading dedicated teams for running successful business operation & experience in developing procedures & service standards' for business excellence. An effective communicator with good presentation and organisational skills; skilled in managing teams to work in sync with the corporate set parameters & motivating them for achieving individual & business goals. An effective communicator with excellent relationship building & inter personal skills, strong analytical, problem solving & organizational abilities with a flexible & details oriented attitude.

Core

Competencies

FUNCTIONAL **Sales & Marketing**

- Planning, Organizing & implementing sales programs & strategies & conducting product presentations to continuously secure business.
- Implementing promotional activities in coordination with external agencies to spearhead product launch, brand promotion & event management initiatives.
- Understanding business process and analysing workflow to design solution.
- Preparing Requirement Document for customer approval; creating the business environment and prepare Functional specifications.
- Working knowledge of MS-Office, Windows, MS-DOS, MS-WINDOWS, Internet Operations..

Business Development

- Driving sales initiatives & achieving desired targets with overall responsibility of Roi ; exploring marketing avenues to build consumer preference & drive volumes.
- Planning & scheduling individual/ team assignments in order to achieve the pre –set goals with in time, quality & cost parameters.
- Formulating long terms / short term –strategic plans to enhance operations.
- Conducting competitors" analysis by keeping abreast of market trends & competitor moves in order to achieves market metrics.

Channel & Distribution Management

- Recognizing and establishment financially strong and reliable channel partners for deeper market penetration; providing direction for quality performance.
- Conducting demand forecasting & managing inventory, ensuring optimum inventory level with channel partners to ensure timely deliveries to customers.

Team Management

- Imparting sales training (class Training / on Job training), product training for doing all front-end sales personals.
- Providing direction, motivation & training to the field sales team to ensure optimum performance.
- Training the team to monitor inventory levels, outstanding figures & ensuring adherence to company policy while managing products in terms of prices, quality & new releases
- Implementing strategies / policies and reaching out to the unexplored market segments / customer groups for

- business expansion.
- Gathering Market Intelligence, tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies.
- Cultivating new innovative ideas and generating new strategies to support the existing business framework and exploring new potential areas

Working with infrasatructures of Masscon india(p)(hotel suites & Group housing in vasundhra Ghaziabad

* promotion sales developing project xenious hotels suites GHaziabad (till date)

*Perporming sales & marketing channels Ghaziabad, merrut, muradabad & aligarh financiers calient

*time managements develpeing relatiotnship with corporate cilients ,industrials , promoters of sales.

* Having good knowledge Research & developments with GHaziabad ,Gurgaon,Noida,Greater noida, , Sonipat

* Deals in land banks in fsi & JV bhiwadi, rajasthan, sonipat.

Express builders ltd. (REAL ESTATE PROJECTS IN NOIDA & sonapat) (SALES & MARKETING MANAGER)

Accohuntabilities

- Performing as the Manager Sales for the direct marketing channels & handling **Sales, Marketing, for ORIGINAL BOOKING,**

With all Corporate Clients in our Branch.

On the other hand recruiting new executives and Agents as per requirement or conducting the productivity analysis and ways preparing the month to date sales report. Spearheading and motivating the sales team for generating more business.

Roles & Responsibilities:

- Meeting sales targets through motivating and developing staff, consistently achieving and surpassing key
- Supervising and guiding **6 team members including effective Planning , training and development , organization &**
- Time Management .Developing relationships with Corporate Clients & industries, Promoters for sales.**

Handle functions like sales & marketing for **REAL ESTATE** strong Selling skills and ability to convert business opportunity into profitable ventures. Commenced sales network business in Delhi and outperformed planned targets for the first quarter by contributing **85%** of the total business done in Delhi n NCRpou REGION

Earth infrasructures ltd (various projects ncr)

2009-'2010jan

Accountabilities

- Performing as the Manager Sales the okd & handling **Sales.**
- On the other hand recruiting new executives and managers as per requirement or conducting the productivity analysis and preparing the month to date sales report. Spearheading and motivating the sales team for generating more business.

Roles & Responsibilities:

- Meeting sales & finance targets through motivating and developing staff, consistently achieving and surpassing key
- Supervising and guiding **8 team members including effective Planning , training and development , organization &**
- Time Management .Developing relationships with Corporate Clients & industries, Promoters for sales.**

Handle functions like sales & marketing for underwriters with strong Selling skills and ability to convert business opportunity into profitable ventures. Commenced sales network business in Delhi and outperformed planned targets for the first quarter by contributing **85%** of the total business done in Delhi region.

- Best Performer Across the country for the direst marketing channels for the following:

- Highest business issued during nov , dec month
- Best target vs. Achievement ratio during **2009**
- Contributed **85%** of the total business for the core customers .

- Handle the entire operations independently as a profit centre & dealing with **Corporate clients, Chartered Accountant Network** ,, negotiable with the vendors of call centres) well versed in sales promotions after I took over the sales in **Delhi -Ncr area** has shown substantial in the **year 2009-2010.**

Achievement's

- Best Performer Across the country for the direct Sales & Marketing channels for the following:

- Highest business issued during **2009**
- Best target vs. Achievement ratio
- Contributed 85% of the total business for the core customers in Delhi Ncr.

JMK FINANCIAL SERVICES LIMITED (delhi)

**CENTRE MANAGER [SALES] BANKING
AUGUST'06 – JUNE' 2008**

Accountabilities

My responsibilities are looking after Car loan,home laons,Business Loans & Consumer Loans Sales, Credit as well as Risk Management & maintaining healthy Relationship with Credit / Legal / sales Heads for all type business promotions for sales & revenue Volume Corporate in Delhi & North Region. **Performing as Centre manager & look after the SME Banking, Business Loans & Consumer Loans & planning, implement the Credit Appraisal and analysis**

of proposals. Days to Day Delinquency Tracking and management & monitoring the Entire portfolio .SME collections analysis with monthly target achievement .Creating and Managing a network of external agencies for local inputs / reference checks / CPV on cases / other collections issues .Interact with retail asset credit / collection managers .Should be able to travel and meet customers in the region.

Responsibilities:

- Supervising and guiding **15 team members including effective Planning , training and development, organization & Time Management .Developing relationships with Corporate Clients & industries, Promoters for sales Growth.**
- Utilizing client feedback & personal network to develop marketing intelligence for generating leads &Identifying streams for **revenue growth & developing marketing plans to build consumer preference.**
- Develop medium and long term growth plan for the company & **Achieving (99% to 100%) Sales & Collections targets at all levels. Market assessment and analysis, designing, innovative, potential strategies** and an ability to handle the entire operations independently as a profit center with potential collection comfort to credit Heads.

Roles & Responsibilities:

- Meeting Sales & collection targets through motivating and developing staff, consistently achieving and surpassing key.
- Supervising, motivating and developing team rewards and recognition programmers.
- Review of Functional Specification & Preparation the Mis / report of total cases in the month
- Analysis of total results according to performance in per month with all team Member wise.
- Maximizing every sales opportunity by promoting the highest standard of customer care and recognizing potential
- Development & get training. Supervising and guiding team members including effective Planning, training and development,

Achievements

- **Best Performer Across the country for the Sales & Marketing with Risk Managements' for the following:**
 - **Highest business issued during 2005-2006.**
 - **Best target vs. Achievement ratio (100 % Pan India) during 2005-2006.**
 - **Contributed 82% of the total business for the core customers in Delhi NCR.**
 - **Contributed 99% of the total Revenue in terms of collections for the core customers in Delhi NCR.**

A –ONE MOTORS... (TATA MOTORS LTD.) DELHI

ASST MANAGER [SALES]

**(AUTOMOBILES)
JUNE 2000 TO JUNE 2006**

Accountabilities

- Established the direct sales channel for AONE MOTORS in Delhi & NCR through formulation and implementation of strategies. Leading a sales team of 10 sales executive & supervising and guiding team members including and effective planning, training and development, organization and time management. Handle functions like sales & marketing for **TATA CARS(SAFARI, SUMO INDIGO, and INDICA)** with strong selling skills. Handle the entire operations independently as a profit centre & dealing with corporate clients, fleet operators, negotiable with the vendors of call centres) well versed in sales promotions after I took over the sales in **delhi area** has shown substantial in the **year 2000-2003.**
- Handle functions like sales & marketing for **Tata cars** with strong dealership skills and ability to convert business opportunity into profitable ventures.
- Commenced dealer sales network business in Delhi and outperformed planned targets for the first quarter by contributing 72% of the total business done in Delhi NCR region.
- Best Performer Across the country for the direct marketing channels for the following:
 - **Highest business issued during 2000-2003.**
 - **Best target vs. Achievement ratio during 2000-2003.**
 - **Contributed 72% of the total business for the DMA in Delhi NCR.**
- Handle the entire operations independently as a profit centre & dealing with corporate clients, fleet operators, negotiable with the vendors of call centres) well versed in sales promotions after I took over the sales in **delhi area** has shown substantial in the **year 2000-2003.**

Achievements

- Best Performer Across the country for the Sales & Marketing Channels for the following:
 - Highest business issued during **2000-2003.**
 - Best target vs. Achievement ratio (**Pan India**) during **2000-2003**
 - **Won A Trip Of Bangkok, Singapore & Dubai for Short Time through tata.**
 - Contributed 72% of the total business for the core customers in Delhi NCR.

Scholastics

Professional Qualification

- pursuing: MBA (Master of Business Administration). Specialization: Sales & Marketing Institution: Academy of Management Studies; New Delhi University: Sikkim Mani pal University (2010)
- **B.A (Pass)** Graduate (Division- 50% Marks) meerut University of chaudary charan singh university, up.
- **2002** Intermediate in bussiness study (Division- 60% Marks) C.B.S.E New Delhi)
- **2000** Matriculation (Division- 50% Marks) C.B.S.E , New Delhi)

Computer Literacy

- Skill in the Window's Operating System
- Internet Skills
- Microsoft Excel Operating

Strengths

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- Efficient and highly motivated
 - Ambitious, goal-and profit-oriented
- Good interpersonal and team skills
Positive attitude & Patience

Personal Profile

Date of Birth : 10th sep. 1980
Permanent Address : H no / 12 b , kesho pur,vikas puri outer ring road, New Delhi
Languages Known : English, Hindi & Punjabi
Interest : I love travelling
Listening to music
Interacting with people
Salary Drawing : negotiable

I hereby declare that the above written particulars are true to the best of my knowledge and belief. Additional and appropriate references can be furnished upon request.

DATE:

Place: new delhi

Signature
yogesh tyagi