****

**ASAD ALAM KIRMANI**

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**OBJECTIVE**

Looking forward for opportunities in the field of **Sales, Marketing ,Business Development, Key Account Management, Client Engagement, Brand Management, Retail** **Sales, Institutional Sales and Corporate Sales** in a reputable organization to expand my learning and cross functional skills while making a significant contribution in company’s success.

**PROFILE SUMMARY**

* 12 years of experience in **Sales and Marketing** in **Automobile & Customer Service**
* Managed **PAN U.P Territories** to deliver exceptional results to customers.
* Supervision of **Sales Team** with strong **leadership and organizational capabilities**
* Managed the existing business with strong **project management** skills.
* Provided **Sales Training** to enhance **team’s capability and productivity**

**ACCOMPLISHMENTS**

* Supervised and managed a **sales staff** of 60
* Sky rocketed the **company’s revenue** by **15% over 5 years**
* **Annual increase in customer satisfaction by 5% per year**
* Contribution in territory startup, expansion and **new account development**
* Successfully **Lead Team** of **new initiatives** started by Company
* **Generated business** in **dead territories** & improved the **revenue** of the company

**WORK EXPERIENCE**

**February 2018- Till Date with Maruti Suzuki–Nexa (Kuldeep Motors Pvt Ltd) ,Lucknow as Training & Development Manager**

**Key Deliverables**

* Leading Sales Team and creating Marketing Activity Plan
* Identify Key Accounts
* Prepare **Sales Strategy** after taking in to account **business targets**, resource and activities
* **Recruit, Train, Manage** and **Motivate** the sales team
* **Handholding of new joiners** and Low performers
* **Regular Assessment of gaps** and giving training
* Product & Process knowledge upkeep the team
* Responsible to meet **sales target**
* **Quality assurance** and delivery to customers
* **Tracking** and **Maintaining overall performance**
* Formulate & implement all **sales policies**, practices and SOPs
* Designing the **marketing tools** and their usage
* Prepare business plans and setup **yearly targets**

**July 2015- Feb 2018 with Maruti Suzuki–Nexa (KTL Automobile Pvt Ltd) ,Lucknow as Senior Relationship Manager**

**Key Deliverables**

* Prepare **Sales Strategy** after taking in to account **business targets**, resource and activities
* Deliver Presentation and Demonstration to customers about Products to draw customers
* Deliver Presentation to customers about company’s offerings to draw customers
* Manage a team of Relationship Manager
* Assisted sales personnel in establishing personal contact and rapport with customers
* Arranging meetings with clients for Demonstration and Test Drive
* Tracking and Maintaining **Enquiry, Booking ,Retail performance**
* Responsible for on the job training & handholding of the managers
* Responsible to meet **sales target**

**May 2013- July 2015 with Hyundai (Beeaar) ,Lucknow as Sales Manager**

**Key Deliverables**

* **Leading Sales Team** and creating **Marketing Activity Plan**
* Ensuring Activity plan implementation for enquiry generation
* Prepare **Sales Strategy** after taking in to account **business targets**, resource and activities
* **Manage** and **Motivate** the sales team
* Responsible to meet the **target sales revenue**
* Provide **quality assurance** and delivery to customers
* **Reviewed** progress of sales throughout
* Assisted sales personnel in establishing personal contact and rapport with customers
* Frequently **meeting** with team members to clients for Demonstration and Test Drive
* **Tracking** and **reviewing Enquiry, Booking ,Retail performance**

**April 2012- May 2013 with Mercedes-Benz (Smart Hoops) ,Lucknow as Assistant Sales Manager**

**Key Deliverables**

* Cold Calling
* Visiting & meeting with various prospects in banks, corporate, offices, real estate, builder, bureaucrats
* Meeting individual targets to contribute in the overall target accomplishment
* Enquiry generation ,Follow-Up, Need Analysis and conversion to Retail
* Demonstration to customers about Products
* Deliver Presentation to customers about company’s offerings to draw customers

**March 2011- April 2012 with Maruti Suzuki (Tanya motors) ,Lucknow as Corporate Team Leader**

**Key Deliverables**

* Lead and Manage a Corporate sales team
* Generate enquiries and business from corporate
* Focus on bulk sales
* Visiting & meeting key personnel in various corporate and rapport build up
* Organizing events to improve awareness and build relations
* Accomplishing team targets to contribute in the overall target accomplishment
* Meeting with clients delivering presentations for company’s offerings and product
* Customer satisfaction in delivery and entire procedure

**June 2006- February 2009 with Convergys India Services ,Gurgaon as Senior Customer Care Officer**

**Key Deliverables**

* Manage U.K’s Orange Mobile Network Customer Care Helpdesk
* Resolve Customer’s problem over the phone
* Assist them over phone for Recharge, SMS functioning, Internet functioning ,MNP
* Assist new joiners on the floor
* Maintain CSAT (Customer Satisfaction Score)

**ACADEMICS**

* MBA from Uttar Pradesh Technical University Lucknow,2009-2011
* BBA from Babu Banarsi Das National Institute of Technology & Management Lucknow,2003-2006
* HSC from King George Inter College Lucknow, 2002
* High School from Seventh Day Adventist English School Bahraich, 2000

**PERSONAL VITAE**

Date of Birth - 14th Jan 1985

Permanent Address - R-101, Silver Line Apartment, opposite BBD

University, Lucknow, Uttar Pradesh, India

Languages Known - English, Hindi, Urdu

Nationality - Indian

Sex - Male

Marital Status - Married

Passport number - M9384739

**DECLARATION**

I hereby declare that above information is true to the best of my knowledge and belief.

Date: 21/09/2022

Place: Lucknow (U.P) India **(Asad Alam Kirmani)**