SUMERA ALI

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## PROFILE SUMMARY

* **Specialization in sales** as its first point of contact a new potential client generated when they seek information on the products and services which company provides
* A dynamic Professional with over **6 years of experience in Business Development and Sales** generating a valuable lead with good MNC and all good organization.
* Hands-on **experience in converting leads in a better timeline** and assist client all goods and services
* Expertise in handling numerous projects ensuring delivery of projects in compliance to the quality, time and cost parameters.
* Adroit in assessing Sales requirements of the organization in terms of products given by the company.
* Adept in analyzing information client needs, evaluating client requirements, custom designing solutions to the client and management for complex information systems management.
* An **effective communicator** with **exceptional relationship management skills** with the ability to relate to people at any level of business.
* Currently handling various products to generate revenue for the organization
* Working on multiple projects handling different kinds of company projects.

##  CORE COMPETENCIES

* Having strong communication skills in order to communicate present, assert and speak to all different stakeholders involved in order to gain new clients.
* Collaboration with multiple parties from inside and outside the company in order to build Professional relationship to influence and gain the trust of the client.
* Negotiating skills in order to achieve set goals in which the skill is required when to compromise and when to take the stand to win your client hearts, mind and trust.
* Manage projects set goals, manage the risk involved, calculate budget, cost, time and teams working on ongoing projects.
* Conduct research and strategic analysis in order to benchmark the competition and keep the company ahead of it.
* Knowing all about the product and services company offer and conducting marketing analysis as well as for the competitors also for similar products in order to collect data to prepare an accurate analysis.

EMPLOYMENT DETAILS

# Tata Business Hub Limited as Sales Manager Jan 2022 to present

Tata Business Hub Limited has a platform name as Tata nexarc it is a digital growth platform that enables emerging businesses to grow, solve challenges and optimize processes. It offers a range of trusted products, solutions and services to help businesses find new opportunities, get practical tips and expert advice, gain new skills and more

## RESPONSIBILITIES

* + Represents TATA nexarc products and services, with a deep and comprehensive understanding of the nexarc platform.
	+ Contributes by persuading Team to achieve the designated goals
	+ Increase reach and penetration of nexarc in the assigned cluster
	+ Provide inputs to the TBH team on the challenges and feedback from customers.
	+ Provide increased understanding of the local territory.

#  Bharti Airtel Limited, Gurugram as Account Manager (Sales) March 2021 to December 2021

As we all know Bharti Airtel Limited, also known as Airtel, is an Indian multinational company based in Gurgaon, [India](https://en.wikipedia.org/wiki/India). It operates in 18 countries across South Asia and Africa, as well as the [Channel Islands](https://en.wikipedia.org/wiki/Channel_Islands). Airtel provides [2G](https://en.wikipedia.org/wiki/GSM_network), [4G LTE](https://en.wikipedia.org/wiki/4G_LTE), [4G+](https://en.wikipedia.org/wiki/4G%2B) mobile services, fixed line broadband and voice services.

## **RESPONSIBILITIES**

* Responsible for end to end telecom and connectivity needs of an organization primary large segment accounts, ensures achievement of Sales and Revenue targets, by selling data, Voice, VAS and new product solution.
* Driving revenue enhancement in the account (both Data and Voice) through effective account management, along with retention of the existing revenue.
* Ensure the account business target achievement on: Order booking, Revenues, Collections, New Account identification and Churn control.
* Key account planning and management to generate revenue for the organization.
* Ability to devise creative ideas to attract the customer’s attention.

# May 2016 to July 2020: Worked in Buck For India Pvt Ltd. As a Business Manager

This company was into debt collection Management it’s a receivable management company based out in Noida with specialization into fixing collection and sales inefficiency of an organization. Its working with Indian and MNC companies in order to collect their overdue payment in a better timeline.

## RESPONSIBILITIES

* Generating New Business Opportunities
* Managing relationship with Clients, Stakeholders and Influencers.
* Managing various business proposals and submissions
* Promoting or developing the company’s brand and building awareness about it

with customers.

* Oversee and supervise company’s activities and its employees to ensure that the

workers are aligned with the company’s goals.

* Reports directly to CEO of a company and responsible for generating new projects, negotiating contracts to generate revenue in the organization.

## **CAREER HIGHLIGHT**

* Completed B com. from Delhi University.
* Possess excellent communication, analytical, problem – solving, result oriented, hard working with a quest and zeal to learn new technologies.
* Completed one month internship with IDBI Federal life insurance company Limited, having a knowledge of Corporate Sector.

## **PROFESSIONAL AND ACADEMIC QUALIFICATIONS**

**PGDFM**

Post Graduate Diploma in Financial Management Affiliated to IMS YMCA, New Delhi.

**BCOM**

SOL DU ( School of open learning) Affiliated to Delhi University, New Delhi.

**SENIOR SECONDARY SCHOOL EXAMINATION- 2009-2010**

Assisi Convent School Noida.

Affiliated to Central Board of Secondary Education

**SECONDARY SCHOOL EXAMINATION- 2007-2008**

Assisi Convent School Noida.

Affiliated to Central Board of Secondary Education

## PERSONAL DETAILS

**Name** Sumera Ali

**Date of Birth** 28 September 1991

**Languages Known** English, Hindi

**Nationality** Indian

**Marital Status** Single

DECLARATION

I do hereby declare that the particulars of information and facts stated herein above are true, correct and complete to the best of my Knowledge and belief.

S**UMERA DELHI**