

SHAHZAD AHMAD

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**In quest of challenging opportunities in Sales & Marketing
with a leading organization of high reputed industry
(Location Preference: Lucknow)**

ABRIDGEMENT

- ⇔ A competent professional with **nearly 10 years of experience in Business Analysis, Sales & Marketing and Team Management.**
- ⇔ Completed MBA from [Sikkim Manipal University, Lucknow](#) from Sikkim Manipal University
- ⇔ An enterprising leader with proven abilities in leading teams towards achievement of organizational goals.
- ⇔ Effective communicator & negotiator with strong analytical, problem solving and organizational abilities.

CORE COMPETENCIES

~Business Analysis
~Sales & Marketing

~Business Development
~Team Management

- ⇔ Written and verbal communication, including technical writing skill.
- ⇔ Meeting the sales targets of the organization through effective planning and budgeting.
- ⇔ Understanding of Business requirement and concepts
- ⇔ Implement advanced strategies for gathering, reviewing and analyzing data requirements
- ⇔ Apply best practices for effective communication and problem-solving
- ⇔ Map potential customers and generate leads for the organization and look forward to generating new opportunities for the organization.

EMPLOYMENT RECITAL

Since October'20 to till date with PNB Metlife, Lucknow as Relationship Manager-Bancassurance

Key Deliverables:

- ⇔ Explain various financial instruments to the client according to the need.
- ⇔ Establishing & strengthening relationship with Bank branch manager & staffs to gain leads.
- ⇔ Prospecting & meeting walk in customers of the Bank and conducting Quick Need Analysis.
- ⇔ Increasing bank's customer awareness about Life Insurance products and achieve the targeted penetration on cross sell within the branch customer base.
- ⇔ Creating awareness and motivate bank employees to recommend life insurance products to bank customers.
- ⇔ Delivering consistently on Goal Sheet parameters.
- ⇔ Ensure compliance to internal sales process & other defined sales & service standards.
- ⇔ Answered client questions about the purpose and detail of financial plans and strategies.
- ⇔ Evaluate leads obtain through branch walk-in, direct referral and customer database of branch.
- ⇔ Profiled and analyzed investment products to develop customized financial strategies for client.
- ⇔ Identify and solicit sales prospect in customer database of branch.
- ⇔ Goal Sheet includes: New Business, No. of policies & Renewal Premium.

July'17 to September'20 with Sikka Broadband Pvt. Ltd., Lucknow as Area Sales Manager

Key Deliverables:

- ⇔ Sets the targets for the sales executives and other team members
- ⇔ Devises strategies and techniques necessary for achieving the sales targets
- ⇔ Map potential customers and generate leads for the organization and look forward to generating new opportunities for the organization
- ⇔ Responsible for brand promotion and make the product popular amongst the consumers. Eg. Banner, Canopies, Pamphlets Hoardings and other promotional tools should be at strategic locations to get the best results.
- ⇔ Understand the ground level challenges which team members facing at sites. Troubleshoot their problems motivating them and track the team member's performance.
- ⇔ Maintaining and improving relationships with the client
- ⇔ Creates & maintain necessary data and records for future reference
- ⇔ Creates quotations and proposal letters for clients to generates the new business opportunities.
- ⇔ Handling the team of 12 members.

Jan'08 to June'17 with NIIT Technologies Ltd., Noida as Team Lead

Key Deliverables:

- ⇔ Attending initial sales meetings and meeting the client
- ⇔ Determining a client's business requirements and whether the products being considered are suitable
- ⇔ Decide whether the software or hardware needs adapting to meet the client's needs
- ⇔ Answering any technical questions the client might have
- ⇔ Presenting your findings to a technical team to act on, and then to the client

SCHOLASTICS

- ⇔ **Completed MBA** from [Sikkim Manipal university, Lucknow](#), Sikkim Manipal University in 2011
- ⇔ **B.A.** in Statistic & Computer Application from [Shia PG Collage?](#), Lucknow, University of Lucknow in 2004
- ⇔ **12th** from [Islamia Collage, Lucknow, UP Board](#) in 2000
- ⇔ **10th** from [Aminabad Inter Collage, Lucknow, UP Board](#) in 1998

PERSONAL DOSSIER

Father's Name	:	Late I A Siddiqui
Contact Address	:	150/25 Gwynne Gunj, Aminabad, Lucknow-226018
Languages Known	:	English and Hindi
Date of Birth	:	1982
Marital Status	:	Married