**Anshul Sharma**

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**Professional Summary**

* An innovative Sales Professional with more than 12 years of experience in
  + - Strategic Planning Business Development Sales Promotion
    - Quality Compliance Client Servicing
* Expertise in spearheading a diverse range of operations entailing sales & revenue.
* A consistent performer with proven track record of increasing revenues and streamlining workflow.
* An Out-of-the-Box thinker with a flair for charting out strategies and contributing towards enhancing business volumes & growth and achieving revenue and profitability norms.
* Competent in assessing and implementing effective solutions to the customer needs, with an aim to improve customer contentment and consequently customer loyalty, repeat and referral business.
* Excellent inter-personal coordination and negotiations skills with customers, outside agencies and colleagues at all levels.
* Possess strong communication, leadership and team building abilities.

**Core Competencies**

**Strategic Planning/Business Development**

* Planning & implementation of strategies, development and expansion in hotel based on current market trends.
* Making restaurant reservations and coordinating with guests to resolve their concerns.
* Implementing promotional strategies to increase sales volume & achieve maximum customer satisfaction.

**Client Servicing**

* Ensuring high quality services, resulting in customer delight and optimum resource utilization.
* Ensuring maximum customer satisfaction by closely interacting with in-house and potential guests to understand their requirements and customizing the product and services accordingly.
* Delivering high-value restaurant services to upscale clients for exalting their satisfaction levels.

**People Management/Training**

* Guiding &mentoring team members to ensure efficiency in operations & meeting of individual & group targets.
* Organizing and conducting practical & theoretical training programs in order to enhance skills & motivational level.

**Professional Experience**

**Vesta International**

Sales Manager

July 2018- Till Date

Reporting to: General Manager

* Identifying prospective clients, generating business from the existing clientele thereby achieving revenue targets.
* Training & handling team in order to improve their communication & presentation skills.
* Responsible for overall sales & marketing of Hotel in market & other feeder market.
* Analyse the activities of competitor Hotels including their customer base with the aim of developing & securing new business.
* Carrying out the process of intensive sales calling, presentations at the hotel & corporate offices, organising PR parties & new schemes for customer loyalty.
* Build relationships, network & maintain regular contacts with corporates, travel agents, individual customers & bookers.
* Handling client’s queries, undertaking steps for effectively resolving them & ensuring client’s satisfaction.
* Co-ordinate with the finance department on credit limits & outstanding from various guests/ corporates.
* Goal setting & performance assessment of the sales associates in the department.
* Partner cross-functionally with all department touch points: Hotel Management, Brand Representatives, Accounting, Front Desk & Hotel support teams.

**Holiday Inn Jaipur City Centre**

Sales Manager

From August 2017 to May 2018

Reporting to: Director of Sales & Marketing

* Handling Travel Agents all across the country for HIJCC for maximum penetration in virgin markets.
* Assisting DOSM in budgets & getting them achieved on month to month basis.
* Training & handling team in order to improve their communication & presentation skills.
* Making nationwide contracts for season & off season and doing extensive sales blitz in different markets of Delhi & Bengaluru.
* Helping the team in strengthening the relationship in market while working with the hotels preferred accounts & tapping new business.
* Planning different marketing activities for visualisation of different outlets of Hotels in leading business magazines & generating leads by advertisements in newspapers from time to time.
* Utilizing revenue management techniques by profitably negotiating room rates and function space commitments in order to enhance the hotel's financial performance.
* Partner cross-functionally with all department touch points: Hotel Management, Brand Representatives, Accounting, Front Desk & Hotel support teams.
* Acquire and manage tie-ups with corporate clients for meetings, launch programmes and events at the hotel.
* Managing effective relationships with key decision-makers in prospective organisations to meet business objectives.
* Establish credibility and rapport with people at multiple levels and develop good customer relationships at all times.

**Park Prime, Jaipur**

Sales Manager

From November 2011 to July 2017

Reporting to: General Manager

Park Prime, a premium business hotel, located in the heart of the city in the high end “C-Scheme” and is a stone's throw distance from “Statue Circle” and “Birla Auditorium”. Park Prime offers a serene refuge of comfort and hospitality where Indian tradition and modern services are blended.

* Accountable for increasing sales growth from rooms & catering segment for the hotel for driving sales initiative in order to achieve business goals.
* Identifying prospective clients, generating business from the existing clientele, thereby achieving revenue targets.
* Carrying out the process of intensive sales calling, presentations at the hotel & corporate offices, organising PR parties & new schemes for customer loyalty.
* Build relationships, network & maintain regular contacts with corporates, travel agents, individual customers & bookers.
* Handling client’s queries, undertaking steps for effectively resolving them & ensuring client’s satisfaction.
* Goal setting & performance assessment of the sales associates in the department.
* Utilizing revenue management techniques by profitably negotiating room rates and function space commitments in order to enhance the hotel's financial performance..
* Establish credibility and rapport with people at multiple levels and develop good customer relationships at all times.

**Ansal API,Jaipur**

Dy. Manager – Sales & Marketing

From September 2010 to October 2011

Reporting to:Addl. General Manager.

Ansal Properties and Infrastructure Limited (APIL), promoted by the Delhi based Ansal Group, is one of the prominent real estate developers in Northern India. The group is engaged in developing integrated townships, IT cities and commercial and residential complexes. Ansal Group has been a major player in the real state sector in the country since 1967. It is now regarded as one of the top most real estate group in the country.

* Heading entire project of Sushant City at Kalwar Road for Sales &also supervising team responsible for collections.
* Preparing monthly budgets & reports in order to meet out the targets as communicated from the Head Office at Delhi.
* Developing strategies to sell out the group housing projects and the plots in the township, SushantCity.
* Delivered convincing oral sales presentations to potential clients and investors.
* Handling customer queries for better customer satisfaction. Identifying prospective clients, generating

business from the existing clientele to achieve business targets.

* Enhance brand image, acceptability and positioning, resulting in increased sales and consistent growth

in business opportunities.

* Managed, trained, and developed sales associates
* To take strategic action for selling various types of properties to achieve business objective.

**Unique Builders, Jaipur**

Sales Manager – Rajasthan

From November 2008 to September 2010

Reporting to: Managing Director

Devising business development strategies to build customer preference & enhance marketing evolution of domestic markets. Mapping business potential & identifying profitable markets for the company’s products. Developing relationships with key decision makers in target organizations for business development.

* Maintaining the Quality of services for company's Goodwill and getting more bookings with the help

of effective Market Research

* Implementing marketing strategies to build consumer preference and drive volumes.
* Extended support in obtaining profitable results through the salesteam by developing the team through motivation, counselling, skill development and product knowledge development.
* Enhance brand image, acceptability and positioning, resulting in increased sales and consistent growth inbusiness opportunities
* Developing relationships with various partners and analyzing various business patterns adopted by them.

**Mahima Real Estate Pvt Ltd, Jaipur**

Manager – Marketing

From October 2007 to November 2008

Reporting to: Deputy General Manager

Responsible for selling & leasing out the shops & offices at “Crystal Palm”, one of the best commercial malls in Rajasthan. Also accountable for selling out the residential projects of the group at different locations across Jaipur. Dealing with HNIs & giving presentations to them; developing strategies to promote residential & commercial projects to promote at individual & corporate levels.

* Managing the sales and marketing operations, promoting new launches and accountable for achieving

business goals and increasing sales

* Implementing marketing strategies to build customer preference and drive volumes.
* Conducting competitor analysis by keeping abreast of market trends and competitor moves to achieve

market share metrics.

* Identify and assess customer response and introduce services as per customer demand/need.

**CitiFinancial Consumer Finance India Ltd, Jaipur**

Customer Relationship Manager(PL)

From June 2006 to October 2007

Reporting to: Branch Manager

Responsible for selling Personal Loans of the Company in STPL segment along with cross selling of insurance products. Used to head a team of DST’s & FOM’s who used to source the business from the market directly. Also heading the Loan Mitra Channel where the business had to be garnered from Vishal Mega Mart clients.

**Educational Qualifications**

Master of Business Administration (Marketing), 2006

ICFAIBusinessSchool, Ahmedabad (Gujarat)

Bachelor of Commerce, 2003

MDS University, Ajmer (Rajasthan)

**Personal Details**

* Date of Birth : 9th April, 1981
* Gender : Male
* Nationality : Indian